

PRINTERS'

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City



VOL. CLXIV, No. 10 NEW YORK, SEPTEMBER 7, 1933

10c A COPY

OUT WHERE THE TELLING-BELLE- VERNON FLOWS



TRICKLING down in tiny rivulets from the sweet grass hills of Ohio, joining, at last, in a mighty Amazon of Milk—with taste-teasing islands of ice-cream, butter, cottage cheese and other dairy delectables—the Telling-Belle-Vernon milky-way courses majestically throughout Ohio—and from there on through West Virginia. It has been our business, for years, to call the attention of the thirsty and the hungry to this life-giving stream—a part of the great National Dairy's nourishing system. Just at present, we are stating our case through that trustworthy medium of the outdoor eye—using a series of provocative painted bulletins and posters. We deem it a great privilege to move with this bounteous and beneficial stream—watching it, contriving even to help it grow.

N. W. AYER & SON
INCORPORATED
ADVERTISING HEADQUARTERS
WASHINGTON SQUARE, PHILADELPHIA
New York, Boston, Chicago, San Francisco, Detroit, London

The stockholders of the Federal Advertising Agency are the working members of its staff. We need not tell you they are all interested all the time in the success of all Federal's customers. We will gladly explain our own "Interrupting Idea"—FEDERATION—to any advertiser of inquiring mind.



444 MADISON AVENUE, NEW YORK
TELEPHONE: ELDORADO 5-6400

Issued
Publicis
June 2
Vol.

F
in
be
sh
th
an

E
v
visible
fame,
in the
salesm
are go
sales s
orders
first-ha
ficienci
point o
reform
Many
the mo
man ap
compan
and wa
difficul
that thi
purpose
and ent
accomp
headqua
under a
his spor
to inhib
Then,
is differ
sales re
he know

7, 1933

ral

rk-

eed

ted

all

will

upt-

V-

ind.

PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription, U. S. A., \$3 a year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

VOL. CLXIV

NEW YORK, SEPTEMBER 7, 1933

No. 10

Appraising Salesmen

HERE is a tested formula for definitely establishing the strong and weak points of salesmen—information the sales manager needs, in these critical days, more than ever. It is dependable and genuine because it provides that the data upon which the appraisal is based shall be obtained from the customer—the one person who best knows the salesman's capabilities. Mr. Crabb, who originated the plan and found it successful, reveals all its working details in this article.

By Charles G. Crabb

Vice-President, General Hardware Corporation (Milwaukee)

EVERY sales manager would like to don the invisible cloak of fairy story fame, and stand unseen right in the presence of each of his salesmen in action, while they are going through their actual sales solicitations and taking of orders—and thus obtain that first-hand impression of their deficiencies which could serve as a point of departure for subsequent reform and correction.

Many sales managers have tried the most direct method of salesman appraisal—that is, actually accompanying their men in person and watching them in action. The difficulty with this expedient is that this method defeats its very purpose. No salesman is natural and entirely "on his own" when accompanied by his chief from headquarters. He is self-conscious, under a strain that robs him of his spontaneity, and he is subject to inhibitions.

Then, too, the prospect's attitude is different when confronted by two sales representatives, especially if he knows that one of them is an

executive from the home office.

Hence a sales manager's appraisal of his man under these conditions is inaccurate and unjust to the man. Most sales executives know this, and therefore do not place much confidence in this means of ascertaining the faults of their men.

We here in our business hit upon a unique plan to secure an intimate, accurate appraisal of our salesmen that worked so well and helped our men so remarkably that we can recommend it to other companies faced by a similar desire to step up the productivity of each member of their entire sales force.

The efficacy of the plan lies in the fact that the salesman himself is not aware of what is going on until the entire program has been completed. In executing this program of appraisal, we solicited the co-operation of our customers. We were more than gratified to discover that this co-operation was forthcoming with just the same enthusiasm with which we launched the plan.

The mechanics of the simple and inexpensive plan consisted of a per-

sonal, individually typewritten letter addressed to the buyer of each firm our salesmen called on. These were sent out on a staggered schedule so each buyer received his letter just a day or two before our man was due. Right in the body of the letter, reference was made to the buyer's firm and also the city in which he was located, thus assuring the recipient that it was in no way a filled-in processed letter. Here is the letter:

I know you are busy—perhaps too busy to be able to do this favor I am going to ask of you—for I realize that you have a big he-man's job there at your desk handling the extensive purchasing duties of the Jones Wholesale Corporation.

And yet I feel free to ask you for this co-operation because if you came to me with a similar request, I would gladly respond.

What I want you to do, Mr. Smith, is to help me help our good friend, Joe Brown, who calls upon you in our behalf.

Joe is a good salesman—but there's room for improvement. And the only way he can improve is to learn of his faults and shortcomings.

And that's where you come into the picture.

Joe will be there in St. Louis in a few days, and he will be calling on you as usual. He will employ his usual sales "technique" as he has come to practice it. Contacting hundreds of salesmen as you do, you will sense in a second that part of Joe's salesmanship which is good and that part of it which is bad.

If you will let me have your constructive criticism of Joe's sales approach and selling methods, I can in a kindly, helpful way bring these to his attention, and let him have the benefit of your suggestions. Keep in mind, of course, that Joe will never know that you sent in any report of this nature. This entire program is strictly confidential and your part in it will never be revealed.

I am enclosing a brief evaluation blank. Will you please keep this at your desk until Joe calls on you. Then, while your interview is still

fresh in your mind, will you please fill in the blank spaces with your honest, candid opinion of Joe in answer to each question, and then return to me in the stamped return envelope also enclosed. Never mind signing it—simply indicate the name of your firm on the last line as a matter of record.

The confidential evaluation report which the customer was asked to fill is made up like this:

CONFIDENTIAL EVALUATION REPORT

Salesman: Joe Brown

Please answer the following questions, making any brief comment in addition that you may care to.

PERSONALITY:

Does he make you feel kindly disposed toward him?

Is he pleasant and agreeable?

Is he too serious?

Is he too breezy and flippant?

Is he overly familiar?

Is his general conversation, apart from business, offensive in any way?

COURTESY:

Is he well mannered?

Is he too bold?

Does he interrupt you while talking?

Does he smoke while at your desk?

Is he unduly presuming to any of the young ladies in your employ?

METHOD OF TALKING:

Does he talk too fast?

Does he talk too loud?

Does he talk too much?

Does he enunciate clearly?

KNOWLEDGE OF OUR MERCHANDISE:

Is he well informed on our product?

Is he too technical in his explanations?

Are his explanations clear and to the point?

Does he fail to explain about our product altogether?

KNOWLEDGE OF COMPETITION:

Does he know his competitors' merchandise?

Esqui
a-gra
culmin
ginnin
frequ
that p
popul
out an
We r
nation
strong
hand-
male,

please
ch your
e in an-
then re-
return
er mind
e name
e as a

ion re-
s asked

REPORT

g ques-
ment in
to.

ndly dis-

ble?

oant?

n, apart
e in any

ile talk-

at your

o any of
employ?

?

NDISE:

our prod-

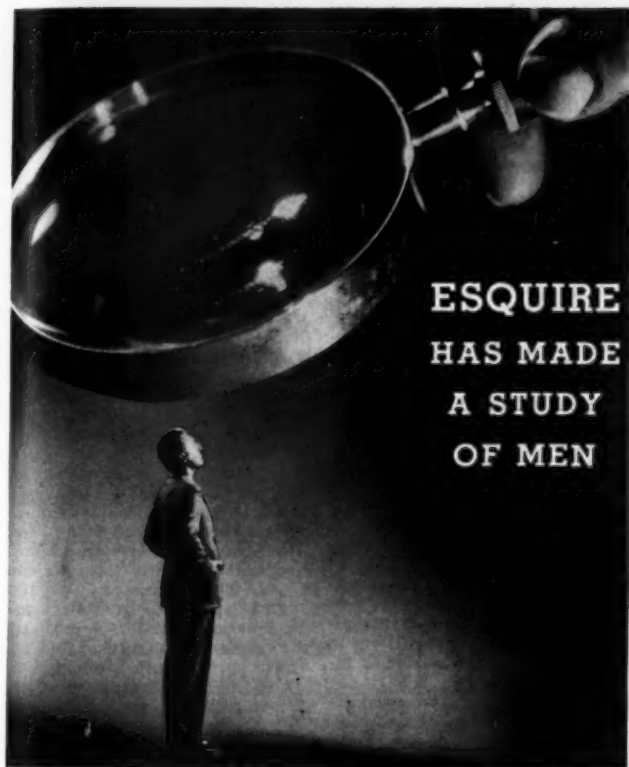
explana-

ur and to

about our

n:

mpetitors'



GILBERT SENEHAGEN

ESQUIRE HAS MADE A STUDY OF MEN

Esquire has been "twelve years a-growing." It represents the culmination, rather than the beginning, of specialized study and frequent intimate contact with that portion of the adult male population whom we have sorted out and tabbed as "first buyers." We now turn them over to national advertisers, 100,000 strong, as a super-selected, hand-picked circulation—an all-male, all-adult, all-monied audi-

ence. You don't have to guess at what kind of men they are. We know, and we can tell you — how many are married, how many have cars, and even what kind! A new booklet about Esquire tells you why. 40 East 34th St., New York. Ash 4-7181.

ESQUIRE

THE QUARTERLY FOR MEN

FICTION • SPORTS • HUMOR • ART • CLOTHES • BOOKS

Does he make honest comparisons?
 Does he knock his competitors?
 Does he show logical reasons why his merchandise is better suited to your needs?
 Does he understand the compensating factors of price and quality?

CONSTRUCTIVE SALES COUNSEL:

Does he carry his sales story all the way through to final consumer purchase?
 Does he suggest new methods and means for increasing your turnover on his product?
 Does he propose plans for enlisting the active co-operation of your salesmen to feature his product?
 Does he explain how you can tie up with our advertising and promotional campaigns?
 Does he keep an accurate record of your purchases and needs, so as to help you in your commitments?

SALESMANSHIP:

Does he answer your objections intelligently?
 Is he easily confused and confounded?
 Is he argumentative and quick to pick an issue?
 Is he arrogant and opinionated in debating questions of disagreement?
 Does he practice "high pressure" methods?
 Does he defend his house when something goes wrong, or is he quick to agree that his house is at fault?
 Does he spend more time at your desk than necessary when presenting his story?
 Does he seem anxious to rush through his solicitation, thereby robbing his salesmanship of effectiveness?

APPEARANCE:

Does he dress conservatively?
 Does he dress overly "loud"?
 Is he neat and well groomed?
 Does his appearance indicate carelessness?
 Does his dress reflect financial distress?

CHARACTER:

Does he ever suggest anything unethical?
 Is he a man of his word?
 Does he admit his own mistakes?
 Is he a "buck-passer"?
 Does he admit he "doesn't know" when stumped?
 Does he "bluff" when lost in a discussion?

ADDITIONAL COMMENTS:

After the evaluation reports had all been returned, they were separated into individual files for each of our salesmen. Then we went over each file, and it was surprising to learn how consistent the comments were in each case. The glaring faults of our men stood out in bold relief—since every buyer, it seemed, had spotted them at a glance.

After briefing the reports for each salesman, we dictated individual letters, explaining what we had done, how we had done it, and why we had done it—presenting a composite picture of what we had learned about each man. We also offered specific suggestions and recommendations for overcoming the shortcomings that had been revealed by the entire appraisal.

Our men responded conscientiously and in a spirit of earnest co-operation, pleased by our sincere effort to help them. In fact, several of them told us that they wanted to prove to us the improvement they would make in themselves, and asked us to follow up their buyers in a few months for a secondary report of their faults, stating that they could assure us of a very marked betterment of their final score standings.

The final proof of the wisdom of our entire program was the increase in orders received. This occurred during a period when the general business index in the country was slowly declining, and during a period uninfluenced by any seasonal spurt.

This plan may bring similar results to other companies, at least it will give any sales manager a better idea as to just how his men stand with the people they call on.



HERE'S a quick picture of recent business progress in the active Milwaukee market:

THE JOURNAL—Gains in August over a year ago in daily circulation and in local, national, classified and total advertising.

THE MARKET—Milwaukee factory employment increased 18% and payrolls 20% in July over a year ago. Bank debits, department store sales and other business indices showed strong gains in both July and August.

Every Fall schedule should include Milwaukee. One paper, The Journal, can do a good advertising job *alone*.

THE MILWAUKEE JOURNAL

W FIRST BY MERIT *W*

Taylor JULY SALES

Taylor JUNE SALES

Taylor MAY SALES

Taylor APRIL SALES

BBDO Market Survey

RAIN

I COULD HAVE TOLD YOU!

DON'T LET the weather upset your plans. Rely on the Taylor Stormometer, there, here, tells you exactly what the weather will be. As simple to read and operate as a clock. Made by Taylor, who supply weather and meteorological instruments for the post, expedition. This same accuracy is also built into Taylor anemometer and barometer thermometers. Write for circular booklet giving many interesting facts about the weather. See if you address Taylor Instrument Company, Rochester, N. Y., or Toronto, Canada.

Taylor
INSTRUMENTS

IN ROCHSTER, N. Y. and TORONTO, CANADA. Sole agents for the U. S. and Canada. Taylor Instrument Company, Rochester, N. Y., or Toronto, Canada.

TAYLOR STORMOMETER
Shows at once what the weather will be. As simple to read and operate as a clock. Made by Taylor, who supply weather and meteorological instruments for the post, expedition. This same accuracy is also built into Taylor anemometer and barometer thermometers. Write for circular booklet giving many interesting facts about the weather. See if you address Taylor Instrument Company, Rochester, N. Y., or Toronto, Canada.

TAYLOR THERMOMETER
Shows at once what the weather will be. As simple to read and operate as a clock. Made by Taylor, who supply weather and meteorological instruments for the post, expedition. This same accuracy is also built into Taylor stormometer and barometer thermometers. Write for circular booklet giving many interesting facts about the weather. See if you address Taylor Instrument Company, Rochester, N. Y., or Toronto, Canada.

TAYLOR ANEMOMETER
Shows at once what the weather will be. As simple to read and operate as a clock. Made by Taylor, who supply weather and meteorological instruments for the post, expedition. This same accuracy is also built into Taylor stormometer and barometer thermometers. Write for circular booklet giving many interesting facts about the weather. See if you address Taylor Instrument Company, Rochester, N. Y., or Toronto, Canada.

TAYLOR BAROMETER
Shows at once what the weather will be. As simple to read and operate as a clock. Made by Taylor, who supply weather and meteorological instruments for the post, expedition. This same accuracy is also built into Taylor stormometer and anemometer thermometers. Write for circular booklet giving many interesting facts about the weather. See if you address Taylor Instrument Company, Rochester, N. Y., or Toronto, Canada.

One of a series of advertisements which is increasing the sales of the newly redesigned line of thermometers and weather forecasters made by the Taylor Instrument Company.

NEW YORK

"TAYLOR FINDS CONSUMER SLANT FOR SCIENTIFIC LINE;

SALES JUMP"

—Headline from Sales Management
article, issue of August 15, 1933

RECENTLY the Taylor Instrument Companies of Rochester redesigned their line, then redesigned their entire sales set-up, too. They abandoned direct distribution in hardware and drug fields in favor of jobbers.

Let Sales Management of August 15th tell the story of how Taylor cultivated their potential consumer market:

"The first step was the selection of Batten, Barton, Durstine and Osborn as their agency. To them was delegated the job of making a thorough survey of Taylor's potential markets . . . After a three months' test of the new sales plan, W. M. Griffith, commercial sales manager, made this statement: 'By March we had the findings of our market survey digested, and had launched our new merchandising and advertising program. In April our business went ahead 10.4 per cent; in May, 10.9 per cent; in June, 27 per cent; and at this writing July is running 45 per cent ahead. *And this is the time of year when we ordinarily experience a falling off of business.*' "

We invite other companies to take this "first step" to increased sales.

B B D O

BATTEN, BARTON, DURSTINE & OSBORN, INC.

NEW YORK • CHICAGO • BOSTON • BUFFALO • PITTSBURGH • MINNEAPOLIS • KANSAS CITY

redesigned
companies.

Model Statute Is New Weapon Against NRA Violators

Atlantic City Invokes Law to Fight Alleged Wrong Use of Blue Eagle

THAT at least twenty-five States have in the PRINTERS' INK Model Statute an effective weapon to use against NRA code violators is indicated by an arrest made last week in Atlantic City. It is claimed that this is the first arrest for an NRA violation.

Sam Ostrosky, operator of the Superior Cleaning & Dyeing Plant of that city, was taken into custody on a warrant signed by T. L. Husselton, executive manager of the Atlantic City Chamber of Commerce. This warrant was issued following a conference between the postmaster of the city, its assistant prosecutor and the chief of county detectives.

The charge, according to newspaper reports, was that Ostrosky had a girl in his employ to whom on August 8 he paid \$10 a week but who was later cut to \$5 a week, plus 10 per cent commission. He flies the Blue Eagle, having signed the blanket code.

Mr. Husselton wrote him and received the following reply:

"In reference to the complaint I wish to state that I have not complied with the NRA code, but as soon as the National Cleaners & Dyers sign the code I will comply with the same."

The letter was dated August 25, after Ostrosky had signed the President's agreement.

The dyer is being prosecuted under the PRINTERS' INK Model Statute, passed by the New Jersey State Legislature in April, 1923, which makes it a misdemeanor for anyone to place before the public in any manner, such as in newspapers, pamphlets or posters, misleading information regarding his business or to deceive the public in any way through newspapers, posters, etc. The penalty under the New Jersey law is a fine not exceeding \$1,000 or imprisonment not exceeding one year or both.

It is contended that Ostrosky, in displaying the Blue Eagle insignia, is misleading the public since he admits he is not living up to the terms of the President's agreement.

The outcome of this case will be watched with considerable interest inasmuch as the Model Statute is a law that has plenty of teeth. Local retailers who fly the Blue Eagle in their advertising and in their windows will hesitate to violate the President's agreement or their industry code if they find that in addition to losing the Blue Eagle they are liable to fine and imprisonment.

Britton Made NRA Adviser

The Industrial Advisory Board of the National Recovery Administration has appointed Mason Britton to be industry adviser for the periodical publishing industry. Mr. Britton is vice-president of the McGraw-Hill Publishing Company, New York.

New Kellogg Product

Briskies is a new cereal breakfast food which is being marketed by the Kellogg Company, Battle Creek, Mich.

Gets Jell-Well Account

The Jell-Well Desert Company, Los Angeles, has appointed the Mayers Company, Inc., of that city, as advertising counsel.

Canada Dry Advances Phillips

Irving Phillips, Eastern sales manager of Canada Dry Ginger Ale, Inc., New York, has been advanced to the position of vice-president in charge of sales and marketing. He previously had been with Park & Tilford, joining Canada Dry ten years ago as a member of the sales staff. He subsequently was placed in charge of the New York district and within three years was made assistant sales manager. Mr. Phillips has been Eastern sales manager since 1929.

Has Booth Fisheries Account

The Booth Fisheries Company, Chicago, has placed its advertising account with the Chicago office of Erwin, Wasey & Company.

Round Four

Chevrolet Lands a Blow on Ford in the Three-Cornered Automobile Fight

ROUND one—Leadership.
Round two—Bodies.

Round three—Economy.

Round four—NRA.

PRINTERS' INK has no desire to act as official referee in the three-cornered fight being waged among Ford, Chevrolet and Plymouth, with Essex warming up at the ringside. This report is written from the press box by an observer who has placed no bets.

For the benefit of those who have come in late, the first round involved "leadership." Ford, which had been in number one position, lost out to Chevrolet. Chevrolet still hangs on to its volume leadership but Ford and Plymouth have been making gains. Plymouth was the aggressor in this round. It used large advertising space to ask "Is this America's next number one car?" The answer, to date, is "No." But Plymouth has been forging ahead. The order still is, however, Chevrolet first, Ford second, Plymouth third.

Rounds two and three have been fought vigorously with all three participants jumping in and out of the ring and some of them landing blows that have brought calls of "Foul" from the recipients. The all-steel body versus wood-and-steel body argument brought a series of hard uppercuts, with each side satisfied that it was the victor, but with the public indifferent. In this, Chevrolet took on both Ford and Plymouth. It had the support, however, of all the rest of the General Motors line, using Fisher bodies made of steel and wood.

In the third round Ford rushed into the center of the ring to answer the alleged claims of competitors that an eight-cylinder car consumes more gasoline than a six. In copy, most of which was sponsored by Ford dealers, proof was offered of the economy of the



CHEVROLET

*"Proud and glad
to do our part"*

WHEN President Roosevelt's signature of the NRA laws took effect, Chevrolet, the world's largest producer of mass-produced light trucks, reported a noticeable and immediate increase in sales.

Although the effect was not reported in the days after the laws were passed, Chevrolet's sales began to rise in the first few months of 1935.

In the days after the laws were passed, Chevrolet's sales began to rise in the first few months of 1935. Chevrolet's sales began to rise in the first few months of 1935. Chevrolet's sales began to rise in the first few months of 1935.

The reason for this was that Chevrolet's sales began to rise in the first few months of 1935. Chevrolet's sales began to rise in the first few months of 1935.

Although the effect was not reported in the days after the laws were passed, Chevrolet's sales began to rise in the first few months of 1935.

In the days after the laws were passed, Chevrolet's sales began to rise in the first few months of 1935. Chevrolet's sales began to rise in the first few months of 1935.

Although the effect was not reported in the days after the laws were passed, Chevrolet's sales began to rise in the first few months of 1935.

In the days after the laws were passed, Chevrolet's sales began to rise in the first few months of 1935. Chevrolet's sales began to rise in the first few months of 1935.

CHEVROLET

Chevrolet took quick advantage of the acceptance of the NRA automobile code

Ford V-8 in the form of statistics obtained from "economy runs."

But just as Ford seemed to be making headway with this form of attack, it stepped on an NRA banana peel. Chevrolet took quick advantage of this.

As everyone knows who has been reading the papers, Henry Ford has not been co-operating enthusiastically with the Government in drawing up a code for the automobile industry. His holding back

has been front page news. The rest of the industry had agreed to a code but on September 1 the headlines all proclaimed the fact that Ford was "still silent." And on that same day Chevrolet jumped into the same newspapers with full-page announcements of the fact that it is "proud and glad to do our part."

Here is the text of the latest bit of strategy which is obviously aimed at Ford's hesitation.

With President Roosevelt's acceptance of the NRA Automobile Code, Chevrolet, the world's largest builder of motor cars, officially begins operations in accordance with the administration's recovery program.

Although the official code was signed only a few days ago, it will be of interest to Chevrolet's many friends to learn that the Chevrolet Motor Company started to carry out the spirit of today's recovery program *over three years ago!*

At that time, we put into operation a "share-the-work" plan, whereby our workmen co-operated in spreading the work to give more men jobs. By means of this plan, as well as by regulating hours of work per week to meet retail demand, and by building up parts stocks in lean seasons, it was possible to carry 33,000 men on our payroll through the depression. For eleven months of each year since 1929, we have kept our employment within 10 per cent of this average. We are justly proud of that record. We are also proud to say that Chevrolet workmen did not, at any time during the depression, become a burden on public welfare departments.

On August 1 of this year, Chevrolet announced a blanket wage increase as well as the adoption of a 7½-hour, 5-day week and the employment of 12,000 additional men. This wage increase was the second in the last four months. Chevrolet having been among the first to put a blanket wage increase into effect.

We feel that the President's recovery program deserves the wholehearted support of every citizen and manufacturer in America. It is a bold, swift, courageous plan to start

the ball rolling toward economic recovery. Its sincerity is unquestioned. Its objectives are admirable. And the direct, forceful steps the President and his associates are taking to make it a success, should stir the pride and admiration of every American.

We are proud and glad to do our part. And we are deeply grateful to the American people for the patronage that has enabled us to anticipate the present recovery program and to play our part today. After all, the immense number of men employed by Chevrolet is a direct result of the continued preference America has shown for Chevrolet.

Ford must have chuckled when, on September 3, the newspapers carried this dispatch from St. Louis: "Alleging there has been 'flagrant violation' of the NRA Code, 2,500 employees of the Chevrolet Motor Company here who are members of a union, joined in a request that the right to display the Blue Eagle be denied the General Motors Corporation."

The NRA round is being watched with greater interest than any of the others. With the exception of the one Chevrolet advertisement, paid space has not, so far, been used. But if Henry Ford sticks to his decision to go it alone, it is possible that he will tell his side of the story.

Ford's latest move was to put into effect wage increases. Under the new scale, the minimum is 55 cents an hour. The company has been operating on a forty-hour week since August 1. Under the Automobile Code, which Ford has not signed, the minimum wage is 43 cents an hour for large manufacturing centers, with the hours limited to thirty-five a week.

It is an interesting fight. But like most competitive fights, it appears to be leading rapidly into one in which the public will lose interest. The participants are so apt to become absorbed in strategy that they forget that their principal job, after all, is to sell automobiles. The public may like a fight, as is so often said, but the fight usually becomes tiresome if dragged out.

Gong. Round five.

IF
TH

You n
sales i
family
result

Ninet
directl
system

Here
(Marie
outside
in char
by true
receive
adverti
the da

Ninet
carrier
the sar

The lo
the Inc
The In

TH

Dan A.

IF YOU WANT TO SELL THE INDIANAPOLIS RADIUS PROFITABLY . . .

You must sell the families in their homes, if you want profitable sales in the Indianapolis Radius—because, here as elsewhere, the family acts as a unit—purchases are decided on and made as a result of "family councils."

Ninety-seven per cent of the total News circulation is delivered directly to the homes of its subscribers by one of the finest carrier systems in the country.

Here is the way The News carrier system functions: Indianapolis (Marion County) is divided into 40 News districts and the State outside Marion County, into 32 districts, with a full-time manager in charge of each district. The papers are brought to these districts by trucks, interurbans and railroads. Thirty-eight hundred carriers receive their copies of The News and deliver them—and YOUR advertising message—to the homes of readers—habitual readers—the day of publication.

Ninety-seven motor route carriers supplement the regular newsboy carriers, delivering the last city edition of The News on all routes the same evening.

The logical, economical and profitable way to sell the families in the Indianapolis Radius is to CONCENTRATE your advertising in The Indianapolis News.



THE INDIANAPOLIS NEWS SELLS THE INDIANAPOLIS RADIUS

New York

Chicago

Dan A. Carroll, 110 East 42nd St.

J. E. Lutz, 180 N. Michigan Ave.

Sell the idle rich!

DO YOU KNOW THEM? Not a banker among them. No retired millionaires or captains of industry, either. These "idle rich" never *did* have to work.

And yet the incomes of their fathers and mothers are lavished upon them—these 800,000 boys and girls under 15 years who live in Chicago. And do they have a good time! And do they *need* things!

The Chicago American's market for juvenile merchandise of all kinds in over 400,000 homes is larger than the average because

this newspaper caters to your families—*parents under 40 in whose homes you find most of the children under 15.*

Younger families read the Chicago American because it presents news dramatically, its features are smart, its whole appeal completely modern.

These younger families with modern tastes respond quickly to new ideas about children and children. Example: A cut-out grocery store featuring the products of ten manufacturers

red in ten
merican Ho
color ma
merican) br
ough thi
der 7 cent



and

CHICAGO AMERICAN
a go newspaper
and A MIGHTY MARKET FOR

National Representatives
W. E. B. DuBois



Chicago American children have a good deal to say about what is bought for them. But mother and dad hold the purse strings so it's usually a family decision. *And these family decisions in more than 400,000 Chicago American homes will result in the expenditure of at least \$500,000,000 for merchandise in the next twelve months.*

No advertiser of juvenile merchandise can overlook the largest, most responsive child market reached by an evening newspaper in Chicago—the Chicago American.

CHICAGO AMERICAN

a go newspaper

FOR MERCHANDISE

entati *Wm. E. Boone Organization*

... from Powder Puffs to Shaving Brushes

When Mr. and Mrs. Chicago want advice about shaving creams, face powders and other toilet necessities they lend interested ears to the advertiser who spends a leisurely evening at home with them... and their favorite evening newspaper.

Appreciating this fact, manufacturers of toilet requisites during the first eight months of 1933 placed 22,532 more lines of advertising with The Chicago Daily News than with any other Chicago daily newspaper.

Authority: Media Records, Inc.

THE CHICAGO DAILY NEWS

-Chicago's Great Home Newspaper

GEORGE A. McDEVITT CO., National Advertising Representatives
NEW YORK CHICAGO PHILADELPHIA DETROIT SAN FRANCISCO

As

As

whol
as p
crea
that
in
how
incre
prov

Th
by th
18,
pense
runn
the
write

If a
know
earlie
or b
glad

Inc
drug
becau
exten
have
years
on w
Suffic
durin
used

Let
drug
notice
high
year)
back
tunate
for e
the r
and 1
1907
times

The
in 19
a sha
war e
1923.
early
sion
1930

Selling Costs Due for Drop

As Business Improves, Operating Expenses, This Study Reveals, Will Become a Smaller Percentage of Sales

By L. D. H. Weld

Director of Research, McCann-Erickson, Inc.

AS we emerge from the depression, operating expenses of wholesalers and retailers, expressed as percentages of sales, should decrease. There is abundant evidence that depressions cause an increase in sales-expense ratios, which, however, drop when sales volume increases as business conditions improve.

This general truth is illustrated by the figures in the chart on page 18, which show operating expenses of wholesale drug houses, running back to 1878. These are the earliest cost figures that the writer has been able to discover. If any readers of *PRINTERS' INK* know of any figures that are earlier—or that run back to 1900 or before—the writer would be glad to know of them.

Incidentally, these wholesale drug figures are also interesting because they give some clue to the extent to which selling expenses have increased during the last fifty years. But that is another story, on which we shall comment later. Suffice it to say that sales costs during depressions should not be used in studying long-time trends.

Let's examine these wholesale drug figures more closely. We notice that they reached a fairly high point in 1893 (a depression year), but that they had fallen back again by 1899. It is unfortunate that figures are not available for every year in the series, but the relatively high figures for 1909 and 1914 suggest the effects of the 1907 depression and of the slack times just before the Great War.

The evidence is clear, however, in 1921 and 1922, when there was a sharp increase due to the post-war depression, with a decline in 1923. Again, the effects of the early part of the present depression are seen in the increase for 1930 over 1928.

There are other examples of rising costs since 1929. Wholesale hardware houses showed an increase from an average of 20 per cent of sales in 1929 to 26.5 per cent in 1931. Operating expenses of large department stores increased from around 33 per cent in 1930 to around 35 per cent in 1931. Women's specialty shops showed an increase from around 35 per cent to over 36 per cent for the same years. These figures are typical of what has happened in all trades.

This does not mean that *actual* operating costs increased. As a matter of fact, we know that both retailers and wholesalers have been reducing costs by cutting salaries and wages, by reducing their staffs, and by carrying smaller stocks.

Dollar Sales Have Decreased

It simply means that it has not been possible to reduce expenses in the same proportion that dollar sales have fallen off. And dollar sales have decreased both because of falling prices, and because of a reduction in actual physical volume of goods marketed.

An executive of one of the large chain-store companies of the country reported in 1932 that "of course" operating expenses, expressed as a percentage of sales, had been increasing for two years, but that actual selling cost per ton of goods handled, had fallen, so that in 1932 it was lower than it ever had been.

These observations raise the question as to whether the usual method of expressing operating costs as a percentage of sales is really adequate for all purposes. Cost figures based on tonnage or on units of volume have certain real advantages, but for most stores, it is quite impossible and

meaningless to figure costs on such a basis. Also, for most purposes, costs expressed as a percentage of sales are the best basis to use.

But for figuring cost trends over a period of years, the percentage method is faulty. At least, changes in price level and in physical volume should be taken into account before any conclusions are reached as to the significance of increases or decreases in costs from year to year.

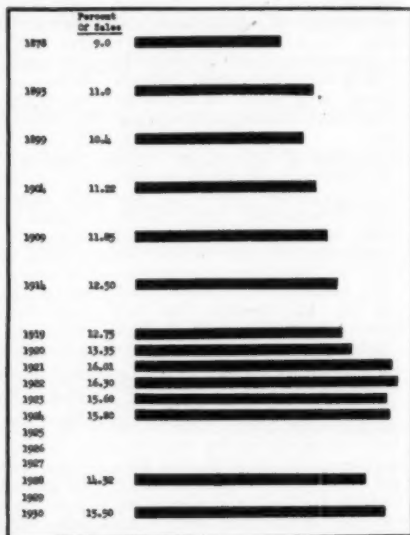
The evidence seems pretty clear that depressions have caused increases in cost ratios (due to drop in dollar volume of business), and that there has been a tendency for cost ratios to decrease as prosperity has returned. On the other hand, each depression has left costs at a slightly higher level than they were before. Figures for other trades bear out these conclusions.

If this is so, it is undoubtedly true that costs of operating wholesale and retail establishments, expressed as a percentage of sales, have already begun to decline during the last four months, when, during those four months, sales have been showing substantial increases.

It has been pointed out that these increases in costs during depressions are due primarily to the fact that operating costs are not reduced as rapidly as dollar volume falls off. Why is it that expenses can't be reduced fast enough? To answer this question, it must be realized that the costs of operating stores consist of variable and fixed expenses. Theoretically, variable expenses, such as salaries of salespeople (the biggest item of expense) can be reduced as sales fall off. During the last two or three years, it has been necessary to dismiss employees and to reduce salaries. It

is a hard thing to do, but many retailers and wholesalers have probably cut their payrolls nearly, if not wholly, in proportion to decreases in dollar sales.

With fixed expenses, however, it is another matter. Items like rent, heat, and taxes continue unchanged irrespective of fluctuations in volume of sales, at least over short



Wholesale Druggists Operating Expenses

periods of time. (Taxes may even increase!) Rent furnishes the best illustration. We all know the difficulties that retailers, including chains, have encountered because of long-time leases carrying rents that have proved to be impossible.

Perhaps during the next period of prosperity fewer retailers will expand unnecessarily, or move to more expensive locations, or increase their proportions of non-selling space.

But let us look at the figures in the wholesale drug chart again. It is interesting to observe that during the fifty years from 1878 to 1928 the cost of operating wholesale drug houses increased

Addi

Lest
and A
staff of
adverti
Mr.
art dep
& Son,
viously,
art bus
Mr.
ager of
the J. V
York.
Mr.
the me
was spu
Inc.

from 9 per cent of sales to around 14 per cent. We do not know whether there has been a corresponding increase in all marketing costs during the last half-century, but we do know from interesting figures that are available that the increase in cost of operating wholesale drug houses has been due to bigger and more complex jobs that these establishments have had to perform.

In the first place, the number of products that the wholesale druggist has had to carry has increased enormously. In 1883 the largest distributor of proprietary articles in New York City listed less than 5,000 proprietary items; even in 1906 the number had increased to nearly 18,000. And it has kept on increasing since that time. Since proprietary items account for more than half of a wholesale druggist's business, this increase in number of items has meant greater investment in stock, increased warehouse facilities, smaller orders, and more frequent deliveries.

As for smaller and more frequent orders, the era of hand-to-mouth buying is supposed to have begun with the depression of 1921. It is undoubtedly true that frequent buying of small orders received a great impetus at that time; but if we had all the facts before us, we would undoubtedly find that hand-to-mouth buying had been making substantial progress for many years even prior to the Great War.

In the wholesale drug trade, for

example, it was found in 1920 that 75 per cent of the drug jobbers' business in proprietary preparations was in lots of one-fourth of a dozen, one-sixth of a dozen, and one-twelfth of a dozen! Only 12 per cent of his proprietary business was in lots of one dozen or over.

In other words, the gradual increase in wholesale druggists' costs has been due to constantly increasing size and variety of stock as well as to increasing complexity of service. It costs good money to break down case lots and to repack for shipment an order consisting of one-sixth of a dozen of one item and one-quarter of a dozen of another item, and so on perhaps for twenty or thirty items.

And there is the extra accounting for these broken lots, and there has been the increasing frequency of delivery. Many service jobbers make special deliveries of single items in order to serve their retail customers.

These illustrations from the drug trade are cited simply because there are more data available for early years in this trade than for any other the writer knows of. Undoubtedly the same thing applies, though perhaps with varying degree, to all trades.

That wholesalers have been able to keep down their costs as well as they have indicates that on the whole they have been—and are today—efficient marketing organizations.

Additions to Staff of J. M. Mathes Agency

Lester J. Loh, Richard T. Huntington and Arthur C. Smith have joined the staff of J. M. Mathes, Inc., New York advertising agency.

Mr. Loh, who becomes director of the art department, was with N. W. Ayer & Son, Inc., for ten years and, previously, conducted his own advertising art business.

Mr. Huntington, who becomes manager of production, was formerly with the J. Walter Thompson Company, New York.

Mr. Smith, who becomes manager of the media department, until recently was space buyer of Benton & Bowles, Inc.

Takes Over KEX

The Portland *Oregonian* is taking over Station KEX which it will operate in addition to Station KGW. Paul R. Heitmeyer becomes manager of both stations. Larry Allen, formerly manager of KEX, becomes assistant manager of both stations. Carey Jennings will be sales manager.

Another Beer Paper

Beer Selling is a new monthly being published in the interest of the beverage industry of the Southwest. Offices are in the First National Bank Building, Houston. Tom E. Foster, publisher of the *Kilgore News*, is business manager. Ruel McDaniel is managing editor.

Now Comes Indoor Cycling

Iver Johnson Adapts a Gymnasium Idea to Capitalize on the Renaissance of the Bicycle

THE revival of the bicycle (which is continuing very much apace, thank you, with sales of every month since February exceeding both the corresponding month of last year and the preceding months of this) is being capitalized this month with a new twist in a product being introduced by Iver Johnson's Arms and Cycle Works. The new device (an adaptation of a familiar piece of gymnasium equipment) is a metal stand upon which any bicycle may be mounted and thus turned into a home exercising machine.

The avoirdupois problem among the women folk is the principal appeal upon which the merchandising of the new product is based. The Iver Johnson Home Exerciser, advertising will point out to women and girls beginning in September magazines, affords a safe, prompt, effective and enjoyable method of reducing or keeping in condition.

In addition to sales possibilities in its own right, the stand may easily have an ultimate effect upon the sale of bicycles (which the Iver Johnson organization also makes). It increases the potentialities of the bicycle as an exercising means materially, especially in those parts of the country where winter weather makes outdoor cycling impossible.

The product has two interesting features, calculated to add interest

to indoor cycling. In fact, you can get everything but the scenery and the traffic. There is an adjustable effort control, enabling the rider to provide tough going, like up a hill or on a gravel road, and

MORE GOOD NEWS FOR DEALERS

IVER JOHNSON HOME EXERCISER

First the revival of bicycling and now the new Joe Johnson Home Exercise enabling dealers to secure an added measure of business from this great new opportunity.

This novel device will appeal instantly to thousands of women and girls who wish to employ in their homes a safe, prompt, effective and negligible method of reducing or limiting fatness.



Ignite any standard bicycle with 20" or 26" wheels. Adjustable effort control, ball-bearing rollers, ball-rolls surrounding digital ball, rubber-encased magnets and built-in resistance. The unique.

Use without advertising starting in September issue, will carry the story of this new fitness machine to the masses and give the entire.

Send sample letter today—we will send advertising matter and complete information.

IVER JOHNSON'S ARMS & CYCLE WORKS

PITCHBURN, MASSACHUSETTS, U.S.A.

WATER YEAR	CHICAGO SW W. 1400 ST	DEERFIELD, ILL 2000 GARDEN AVE	SWP PLUMBING 700 N. MICHIGAN ST
1999-2000	1000	1000	1000
2000-2001	1000	1000	1000
2001-2002	1000	1000	1000
2002-2003	1000	1000	1000
2003-2004	1000	1000	1000
2004-2005	1000	1000	1000
2005-2006	1000	1000	1000
2006-2007	1000	1000	1000
2007-2008	1000	1000	1000
2008-2009	1000	1000	1000
2009-2010	1000	1000	1000
2010-2011	1000	1000	1000
2011-2012	1000	1000	1000
2012-2013	1000	1000	1000
2013-2014	1000	1000	1000
2014-2015	1000	1000	1000
2015-2016	1000	1000	1000
2016-2017	1000	1000	1000
2017-2018	1000	1000	1000
2018-2019	1000	1000	1000
2019-2020	1000	1000	1000
2020-2021	1000	1000	1000
2021-2022	1000	1000	1000
2022-2023	1000	1000	1000
2023-2024	1000	1000	1000
2024-2025	1000	1000	1000
2025-2026	1000	1000	1000
2026-2027	1000	1000	1000
2027-2028	1000	1000	1000
2028-2029	1000	1000	1000
2029-2030	1000	1000	1000
2030-2031	1000	1000	1000
2031-2032	1000	1000	1000
2032-2033	1000	1000	1000
2033-2034	1000	1000	1000
2034-2035	1000	1000	1000
2035-2036	1000	1000	1000
2036-2037	1000	1000	1000
2037-2038	1000	1000	1000
2038-2039	1000	1000	1000
2039-2040	1000	1000	1000
2040-2041	1000	1000	1000
2041-2042	1000	1000	1000
2042-2043	1000	1000	1000
2043-2044	1000	1000	1000
2044-2045	1000	1000	1000
2045-2046	1000	1000	1000
2046-2047	1000	1000	1000
2047-2048	1000	1000	1000
2048-2049	1000	1000	1000
2049-2050	1000	1000	1000
2050-2051	1000	1000	1000
2051-2052	1000	1000	1000
2052-2053	1000	1000	1000
2053-2054	1000	1000	1000
2054-2055	1000	1000	1000
2055-2056	1000	1000	1000
2056-2057	1000	1000	1000
2057-2058	1000	1000	1000
2058-2059	1000	1000	1000
2059-2060	1000	1000	1000
2060-2061	1000	1000	1000
2061-2062	1000	1000	1000
2062-2063	1000	1000	1000
2063-2064	1000	1000	1000
2064-2065	1000	1000	1000
2065-2066	1000	1000	1000
2066-2067	1000	1000	1000
2067-2068	1000	1000	1000
2068-2069	1000	1000	1000
2069-2070	1000	1000	1000
2070-2071	1000	1000	1000
2071-2072	1000	1000	1000
2072-2073	1000	1000	1000
2073-2074	1000	1000	1000
2074-2075	1000	1000	1000
2075-2076	1000	1000	1000

thereby get a workout of any desired stiffness. Then there is a bell that rings every time you have pedaled half a mile's worth, letting you know definitely that you have accomplished something and how much.

The girls and boys could even get together and have races. The device also has rubber cushioned supports and folds compactly for storage.

Appoints Fletcher & Ellis

The Lightolier Company, New York, lighting equipment, has appointed Fletcher & Ellis, Inc., to direct its advertising account. Newspapers, magazines and direct mail will be used.

New Account to Tracy

The New England Collapsible Tube Company, New London, Conn., has placed its advertising account with W. I. Tracy, Inc., New York advertising agency.

Chipso says: "more sales"

Mr. J. E. Bloomstrom, district manager for Procter & Gamble in Detroit writes us a letter in which he says:

"I have your recent inquiry with reference to our product Chipso in connection with Mrs. Sara Coolidge's Institute of Home Economics.

"Unquestionably this demonstration and recommendation of Chipso has had real value for the product, considering that 30,000 women have attended the Institute sessions to date.

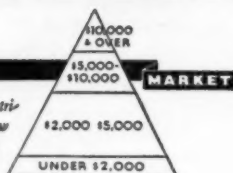
"Chipso has enjoyed a gain in sales this year to date, and we believe the good work done by Mrs. Coolidge is one of the factors contributing to the success of this brand."

If you want similar assistance in the promotion of a grocery product, please command us.

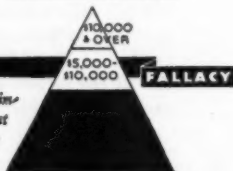
The Detroit Free Press

CIRCULATION IS VERTICAL NOT HORIZONTAL

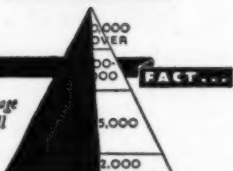
● This chart represents the distribution of family incomes in New York City and approximately the distribution of family incomes in any large city.



● This chart represents the impression of their circulations that some publications like to convey to advertisers.



● This chart represents the average distribution of circulation of all newspapers. You cannot confine circulation to income classes!



THE NEWS

NEW YORK'S PICTURE NEWSPAPER



thus
inco
rest
long
can
kind
are
VER
NOT
... In
circu
news
inco
pape
its h
lowe
Wha
more



ONLY one publisher has succeeded thus far in selecting an audience on the basis of income—the Collector of Internal Revenue! The rest of us draw readers by interesting them . . . As long as a paper sells for a few cents, no publisher can restrict his circulation to any particular kind of incomes. And all claims to the contrary are applesauce . . . Newspaper circulations are **VERTICAL**, drawn from all income classes—and **NOT HORIZONTAL**, confined to certain incomes . . . In New York, *The News* has more than 1,400,000 circulation, interests more people than any other newspaper—all kinds of people with all kinds of incomes. Interests them more thoroughly in a paper that is seen and read throughout. And sells its huge circulation and ultra reader interest at a lower cost than other New York newspapers . . . Whatever your sales audience, *The News* reaches more of it than any other paper in this market!

Modify Agency Blanket Code

THE National Recovery Administration has approved a substitute order, modifying the President's Agreement (known as the Blanket Code) as it applies to advertising agencies. When the President signs the proposed "Code of Fair Competition for the Advertising Agency Business," this will supersede the President's Agreement.

In the meantime to get the Blue Eagle, the President's Agreement must be signed. Those who have signed may operate according to the substitute provisions. If the agreement has not been signed, it is advised that a copy be obtained and that the following paragraph

be inserted above the agency's signature on the Certificate of Compliance:

To the extent of NRA consent as announced, we have complied with the President's Agreement by complying with the substituted provisions of the Code submitted for the advertising agency industry.

The changes in the President's Agreement which have been approved involve the substitution of Article Five, Section 3 of the industry's proposed code in place of Paragraph 2 of the Agreement; and Sections 1 and 2 of the code in place of Paragraph 6 of the Agreement.

Financial Advertisers to Meet

THE annual convention of the Financial Advertisers Association will be held at the Waldorf-Astoria, New York, from September 10 to 14.

Speakers at the opening session will include: Edward Elliott, vice-president, Security-First National Bank of Los Angeles; Allen M. Pope, president, First of Boston Corporation, New York; Louis W. Munro, Doremus & Company, Boston, and Ralph West Robey, New York *Evening Post*.

At a general session on September 13, speakers will be: Bayard Pope, Marine Midland Trust Co.; John H. Puelicher, president, Marshall & Ilsley Bank, Milwau-

kee, and James L. Walsh, vice-president of the National Bank of Detroit.

A general session on September 14 will be addressed by Guy Emerson, vice-president, Bankers Trust Co., New York, "How Omniscient Can a Banker Be?" Henry Bruere, Bowery Savings Bank, New York, "A Business Man Comes into Banking," and T. R. Preston, Hamilton National Bank, Chattanooga.

The convention will include individual programs for the following departmental sessions: Trust development, business development, investment banking and savings.

Moley-Astor Weekly to Be Issued Soon

Today, the new weekly magazine which is to be edited by Raymond Moley and of which Vincent Astor will be publisher, is scheduled to start publication early in October.

Associated with Mr. Astor in the publishing enterprise are W. Averill Harriman, Mrs. Mary Rumsey and V. V. McNitt, who will be executive editor.

Today will be published in Washington, and offices will be maintained there and in New York.

A. E. Delgado with Ziff

A. E. Delgado has joined the W. B. Ziff Company, publishers' representative, New York. He was vice-president of Charles E. Miller, Inc., representative, and, more recently, has been Eastern manager of Selective Urban Publications.

Hump Hair Pin Appoints

The Hump Hair Pin Manufacturing Company, Chicago, has appointed the Stack-Goble Advertising Agency, of that city, to handle its advertising.

Good News for College Men

One Big Corporation, After Long Spell of Famine, Inquires about Their Value to Business

FRIGIDAIRE CORPORATION

DAYTON, OHIO

Editor of PRINTERS' INK:

Will you please forward me the May 21, 1925, issue of PRINTERS' INK which, according to our records, contains an article, "The Young College Man's Value to Business" by Roy Dickinson? We are building a sales training course here and we believe this article will be of value to us.

CHARLES R. KLOPP,
Sales Promotion Department.

MANY a young college graduate who has been trying all summer to get himself a job, is beginning to think that he is one of the forgotten men. He hears bad news from the men in the class before him who have been trying to find jobs. Yet, he senses an upturn.

He will be encouraged to hear that the Frigidaire Corporation, one of many other great leaders in that line, is still interested in the potentialities of men who have received a college training.

The article written in 1925 to which the Frigidaire Corporation refers contained the results of information secured from seventeen universities and approximately thirty-eight large industrial corporations. It told the method by which those men who wanted to secure new blood in the sales, service and technical sides of an organization get in touch with the qualified college men who have trained themselves for a certain specified job, how the big companies found out about them. It also discussed the perennial question, "Do men with a college education pan out better or worse than the ones who have come up from the ranks?"

More than ever before many a young man flounders around for years without making use of the training which he secured either in a technical college, agricultural

college or in his extra curriculum work at one of the big universities. Many fine minds and much intelligence on which society has spent a great deal of money have not been thoroughly utilized in the past.

This corporation, looking ahead to the implications of the NRA and other mass movements of industry, is tremendously interested in the college man who has been taught to think from facts and to think intelligently. For the future of America depends upon the way these young men are now placed in business, the type of training they have received and how they think five, ten or fifteen years from now. The future policy of many a business is going to be set by the men who come into business with new ideas who are not bound by preconceived notions of distribution, sales and management.

How Men Are Picked

Organizations which pick men from colleges have various methods of going about it and their views have always differed upon the value of the college man in industry. Many of them have discovered that men who did some outside work in college in addition to their regular college course—work which showed leadership qualities—have made out best in the sales end. Most companies correspond each year with the dean of the college, or with the Students' Placement Bureau of the university when one is maintained. Men are offered interviews personally either at their college or in the home office of the company.

Much training is necessary before new men, are placed on territories if they are in the sales department. Several companies have also discovered that the young man who has had to work hard to secure his schooling is much more apt to work hard to cash in on it.

—[Ed. PRINTERS' INK.]

Come Back, Judge Crater

IN that now largely forgotten period of New York's history when a mayor whose name was Walker was considered way up town (his site is now occupied somewhat obstructively by a man named O'Brien) there was a judge who made the headlines by getting himself lost. This judge, Joseph Force Crater, was the subject of much discussion, and quips concerning his whereabouts were used by the quaint vaudevillians of the day.

New Yorkers who remember the period were thrilled last week when they opened their newspapers to find an advertisement headed, "This is a bona fide offer to Ex-Judge Joseph Force Crater. We will give you \$10,000."

The advertisement then explained its apparent generosity by saying that the ex-judge, if still alive, could have the ten grand if he would report to the Bureau of Missing Persons, care of the Strand Theatre, during the week of September 8 to 14. Of course, it was a stunt to advertise a talkie, "Bureau of Missing Persons." As a stunt, however, it stood consid-

erably above the average efforts of Hollywood's publicity subordinates.

Maybe the Judge will show up.

Buys St. Paul "Daily News"

The Dispatch-Pioneer Press Company, St. Paul, Minn., publisher of the St. Paul *Dispatch* and *Pioneer Press*, has purchased the St. Paul *Daily News*. The *Daily News* is to be operated as a separate institution under independent editorial direction, the present staff continuing.

Santa Fe Advances Birchfield

C. J. Birchfield, advertising manager of the Atchison, Topeka & Santa Fe Railway System, Chicago, has been made general advertising manager of the entire Santa Fe lines. He joined Santa Fe in 1914.

THIS IS A BONA FIDE
OFFER TO

EX-JUDGE JOSEPH FORCE CRATER WE WILL GIVE YOU \$10,000

. . . If you will deliver yourself to the Bureau of Missing Persons, care of the Strand Theatre, during the week of September 8th to 14th inclusive.

If you have been deterred from coming back because of the lack of financial resources, this sum should help you.

You are one of the 25,000 people who disappear from New York City every year. Most of these are discovered by the Bureau of Missing Persons; others vanish forever.

If you are still alive and could see First National's great pictorialization of the "Bureau of Missing Persons", based on the actual records of the department and realize how earnest and efficient are their efforts to discover the missing, you would immediately make known your whereabouts, because the BUREAU OF MISSING PERSONS brings them back ALIVE—no doubt!

STRAND THEATRE
BROADWAY AND 11th STREET

NOTICE TO THE PUBLIC.—

"BUREAU OF MISSING PERSONS"

OPENS TOMORROW NIGHT AT 8 P. M.—PLEASE COME EARLY—WE'RE EXPECTING LOTS OF EXCITEMENT!

• WEEKENDS: TONIGHT 10:30 • STRAND THEATRE: 8 W 4th ST. • 25c to 12.0000 •

Dorothy Gray Account to Kenyon & Eckhardt

Lehn & Fink, Inc., New York, has appointed Kenyon & Eckhardt, Inc., advertising agency of that city, to direct the advertising of products in its Dorothy Gray division.

Death of W. D. Conover

Wilbur D. Conover, formerly secretary and treasurer of the Sun Advertiser Company, and more recently sales executive of the Toledo Scale Company, died last week. He was forty-seven years old.

This Code Educates Salesmen in Company's Advertising

Twelve Major Propositions, Subscribed to by Shell Representatives, Bring about Increased Sales Volume

BECAUSE advertising cannot be explained to salesmen in terms of one campaign, The Shell Company, San Francisco, has drawn up a "Merchandising Code." This tells each salesman, in simple "how" and "why" terms, why he should always put his effort behind all the company's advertising in order to realize its support to the fullest extent.

The code is incorporated in a bulletin sent to salesmen. Here it is:

Shell's policy is to increase sales through our existing outlets. In order to execute this policy successfully, I must be a *service salesman*. Here are some of the ways in which I am going to use the Super-Shell advertising to help me to do my job better:

1. I am going to read our newspaper advertisements as they appear each week. I am also going to listen to our Monday night radio program and to watch our poster advertising. This will enable me to be familiar with the sales points which our advertising is telling motorists.

2. I am going to know the media that carry Shell advertising in my territory.

3. As soon as I know the facts about Super-Shell and about our advertising, I am going to explain these facts to each of my dealers. I will get my dealers to paste a copy of our advertisement in their windows each week. This will give them a point of purchase tie-up with the advertising.

4. I will also get my dealers to use with motorists the same sales story for Super-Shell which the advertising tells. This will reinforce the sales points which the motorist has already read in our advertising, and it will strengthen the conviction the motorist has of Super-Shell's good qualities.

5. I am going to convince my

dealers that they should take advantage of our excellent product and extensive advertising to comb their own local areas for additional prospects. I will get my dealers to try various plans, such as house-to-house calls, direct mail, telephone calls, etc.

I will be ingenious in developing resale plans which will help my dealers to get more business. I will accept it as a challenge to my sales ability to get my dealers to try some of these plans.

6. When I find a resale plan that works successfully for one dealer, I shall pass the good news along to other dealers, so that they may use the plan, too.

7. I will show each dealer that with Super-Shell he will be able to switch some of his customers from third-structure gasoline to first-structure.

8. I will get my dealers to use Super-Shell not only as a means of increasing their gasoline business, but also as a means of increasing their sales on their entire line.

9. I shall study carefully all material that is sent to me about our advertising. I recognize that this material will help me to understand better how I can make the advertising work for me. I shall mark these points which should have a particular interest to my dealers, and I will be sure to show these points to my dealers.

10. In view of its importance in our business, I am going to learn more about advertising. I will do this by reviewing the advertisements in *The Saturday Evening Post* and in my newspaper and by looking through a copy of **PRINTERS' INK**.

By knowing more about advertising generally, I shall be better able to explain the strength of our own advertising to my dealers. I shall also be able to make some helpful suggestions to the advertising department from time to time, with a

view to making our advertising more productive.

11. In addition to keeping closely informed of Shell's advertising, I plan to watch the advertising of the competitive oil companies. By keeping informed of my competitors' activities, I shall be in a position to do stronger positive selling on Shell products.

12. In all of my selling and merchandising, I will endeavor to recognize that the thing which influences

a person most is his own selfish interest. I will endeavor to adapt my selling and my discussion of the advertising to the particular interests of the individual dealer or person on whom I am calling.

E. H. Sanders, advertising manager, informs **PRINTERS' INK** that the code is working well. Increased sales, he says, have already resulted.

New Campaign Aims at Three Markets

THERE are three distinct phases to the campaign which the Hawaiian Pineapple Co., Ltd., is starting this month on Dole pineapple juice. The three series will run jointly, but copy will be designed to reach particular classes of users.

Copy planned for women's magazines and a weekly will endeavor to make pineapple juice as popular in the home as any other fruit juice. Half-page newspaper space

will also be used to bring this message to the New York market.

Another magazine campaign will be directed toward those users who are interested in fruit juices as mixers. "High or Wide" and "Punch with a Punch" are typical headings which will feature the product's ability to make life softer and milder in general.

The third phase of the campaign takes in the child market. Medical and parent magazines will be used.

A. L. Chilton Now Manager Southwest Network

A. L. Chilton has been appointed manager of the Southwest Network and managing director of the stations controlled by the Southwest Broadcasting Company, Fort Worth, Tex. He is manager of KRLD, Dallas, and president of The Arkansas Broadcasting Company, owner of KRLA, Little Rock. Both KRLD and KRLA become affiliated stations of the Southwest company.

Test Campaign for Waxrite

The Vestal Chemical Company, St. Louis, Waxrite liquid floor wax, has appointed Oakleigh R. French, Inc., advertising agency of that city, to direct its advertising account. Test campaigns will be conducted in newspapers in ten metropolitan cities.

With Charlotte "Observer"

John L. Gelfrich, who operated his own advertising service at Louisville, Ky., has become advertising manager of the Charlotte, N. C., *Observer*.

Italy Honors E. H. Butler

Edward H. Butler, editor and publisher of the *Buffalo Evening News*, has been awarded the decoration of *Cavaliere Ufficiale della Corona d'Italia* by King Victor Emanuel III. The decoration is bestowed in recognition of "Mr. Butler's warm and sincere friendship for the Italian people of Buffalo." Formal presentation will be made at a special ceremony to be held in Buffalo on October 28.

Appoints Lewis-Waetjen

The Hanovin Chemical & Manufacturing Company, Newark, N. J., has appointed The Lewis-Waetjen Agency, Inc., New York, to handle its medical advertising. All other advertising continues to be handled by Richardson, Alley & Richards, Inc.

To Be "Executive Purchaser"

The *National Purchasing Agent*, Cleveland, effective with its September issue, will change its name to *The Executive Purchaser*.



CINCINNATI

First City in Nation to Complete Organization Under the Blue Eagle

Upon call Cincinnati responded. Quickly and efficiently the N. R. A. forces were recruited and Cincinnati became the first city to complete organization. Today it ranks at the top of the list in N. R. A. endeavor with the highest ratio of certificates of compliance to population.

Such a record is typical of Cincinnati. You expected the solid citizenry to quickly support so constructive a movement just as you expect it to support your product. There has always been ready acceptance here for worthy cause or worthy product.

In every way Cincinnati is vigorously active today, there is business to be had, and the easiest, most profitable way to get your share is with the *exclusive* use of the Times-Star.

CINCINNATI TIMES-STAR

HULBERT TAFT
President and Editor-in-Chief

Eastern Representative
MARTIN L. MARSH
60 East 42nd Street
New York

Western Representative
KELLOGG M. PATTERSON
333 N. Michigan Ave.
Chicago



Paste versus Powder *or*

THE STRANGE DEBATE BETWEEN A LADY AND A SHADOW

IN THE mind of Mrs. Orville J. Dunk, standing at the drug store counter, is reenacted a debate which took place in the Dunk mansion the night before.

Mr. Dunk: "How about getting some of that new Filmoff Tooth Powder?"

Mrs. Dunk: "Filmoff? I read Denta-glo Toothpaste is better for your teeth."

Mr. Dunk: "Fooie! I'd rather stick to something I know. Better buy our old brand again—Pearlette Toothpaste."

And so the Dunks do not experiment today. Mrs. Dunk plays safe with Pearlette—the kind they *both* know and approve.

At every sale the shadow of the husband—invisible to the clerk but very real to the wife—stands ready to

THE SHADOW OF A MAN STANDS

expre

Ha
You
And
tooth
mobil

Tel
well a
where
only a
Redbe
wives
costs
throug
ily an
zine, S



NOW A
bookst
month
Result
ment, I
tion fr

BEH

express his preferences and prejudices.

Have you convinced Mrs. Dunk? You have sold only half the family. And that is true whether you sell toothpaste or radios, food or automobiles.

Tell your story where husbands as well as wives can see it. And tell it where it will have the long life that only a monthly magazine can give. In Redbook you can talk to both sexes—wives *and* husbands—for less than it costs to reach men or women alone through one-sex media. Sell the family and you sell all. Redbook Magazine, 230 Park Ave., New York City.



NOW A BOOK-LENGTH NOVEL, a \$2.00 bookstore value is printed in Redbook each month in addition to the regular contents. Result? More readers for your advertisement, longer life for your story, more action from your prospects.



BEHIND EVERY WOMAN WHO BUYS

Pineapple Juice Goes National

Color Pages by Libby, McNeill & Libby to Feature Product as a Health Drink

THE juice of the pineapple is the latest entrant among the fruit drinks which have met with considerable national favor in recent years. After highly successful tests at the World's Fair and in the Chicago market proper, Libby, McNeill & Libby are placing their new pineapple juice drink on the national market, with the backing of an advertising campaign comprising full pages in color in a list of magazines.

The new product, which is put up in cans, will be sold primarily through grocery store outlets as a health drink for home use—a breakfast drink, an appetizer for luncheon or dinner or a refreshment for party occasions, either by itself or mixed with other beverages. It is the natural juice of the Hawaiian pineapple, differing from the syrup that accompanies canned sliced pineapple in that nothing is added to the juice in the canning process. It has about the same consistency as strained fresh orange juice and is of a tart-sweet flavor.

The original debut of the product came, appropriately, during the ceremonies incident to Hawaiian day at the Century of Progress Exposition in July. Since that time the company has conducted

what amounts to a huge sampling operation, through the medium of twenty pineapple juice stands on the World's Fair grounds. With people coming to the Fair from all parts of the country, this provided a complete cross-section of the potential national reaction.

As a further test the drink was put on sale in the Chicago market through regular retail outlets, and with the accompaniment of newspaper advertising. The product sold so well that stores were unable to keep stocks up to demand.

Prominently featured in the advertising is a word more or less new to the advertising pages—Ester. In Libby's pineapple juice, the copy points out, the full delicate flavor of the fruit is preserved by a juice extraction process which takes advantage of the fact that the "esters" are richest in the completely sun-ripened fruit. An ester, as Mr. Webster explains, is a compound which may be regarded as formed by replacement of the acid hydrogen of an acid by a hydrocarbon radical. Fortunately, Libby explains the term a little more simply in developing its advertising theme. Esters, it is noted, are flavor carriers.

There is no extra premium for pineapple juice with ester.

Joins Kenyon & Eckhardt

Edwin Cox is a new member of the staff of Kenyon & Eckhardt, Inc., New York advertising agency. He was formerly with Young & Rubicam, Inc., recently as manager of its Detroit office. He was for several years with Lennen & Mitchell and at one time was advertising manager of the Celotex Company.

Bank Appoints Dorland

The Emigrant & Industrial Savings Bank, New York, has appointed Dorland International, Inc., of that city, as advertising counsel.

Represent Indiana Paper

The Warsaw, Ind., Union has appointed the Theis & Simpson Company as its national advertising representative.

Succeed Keilson & Waxelbaum

The publishers' representative business of Keilson & Waxelbaum, New York, has changed its name to the M. Keilson Company. B. Waxelbaum, a partner in Keilson & Waxelbaum with which he was associated for fifteen years, has organized his own publishers' representative business, under the name of the Waxelbaum Jewish Advertising Service, with offices at 110 West 40th Street, New York.

With Atlantic Electrotpe

Mark F. Beck, formerly manager of the New York office of the Progress Plate Making Company, Philadelphia, has joined the sales staff of the Atlantic Electrotpe & Stereotype Company, New York.

General Johnson Explains NIRA

Comes Out Against Price Fixing but Says Price Control Is Essential to Success of Act

THE Labor Day holiday was largely devoted to speech-making so far as the National Recovery Act was concerned. With the President out of Washington and with most of the Recovery Administration staff on vacation, little active business could be carried on.

One thing the business world is beginning to learn is that speeches made by members of the Roosevelt Administration are likely to mean something more than the average political tripe dished up to the public on national holidays. The President's subordinates have a way of making about every speech they make a statement of Administration policy. The result is that sagacious business men have become thorough readers of speeches.

General Johnson, speaking before the Illinois Federation of Labor at the Century of Progress Exposition on Monday, made some significant statements. Following are some pertinent quotations from his speech:

"While it will be part of our job to see to it that prices do not go up one bit faster than costs, and to move at once to control every case in which they do, that does not mean that prices are not absolutely certain to increase.

"You cannot do what we are doing on every economic front without increasing prices. In agriculture we are working to abolish the surplus and to increase price even to the extent of taxing to increase it.

"In every line of industry and trade these higher wages are operating to increase production costs. In finance and fiscal policy the slightest move toward inflation might send prices skyrocketing overnight. Every force in the country is working toward increased prices along with increased wages and employment. In other words, things are going to be more valuable than money and at such

a time free-buying is the part of prudence."

* * *

Speaking of capital and labor under the Act, General Johnson said: "Most of the trouble we have seen comes from the attempt of employers on the one hand or organizations on the other to read some different or more favorable interpretation into the law. We cannot permit that. We cannot be for or against any particular organization or any particular partisan view.

"It is our job to protect the rights of both workers and management exactly as they are written in the law."

* * *

To answer the argument that under the Recovery Act individualism goes by the board, the General said: "The new principle is simply that the field of competition is restricted to doing things that decent men do anyway. It is no longer necessary to exercise ingenuity over the best means of bringing dollars out of the slavery of children, or exploiting human labor or devising against another's sneaking subterfuge.

"Rugged individualism can be even more rugged and more individual. The only difference is that it starts from an even tawline, the same way we start foot races, and not with some dodger getting a ten-foot start. Victory has a better chance of going to merit and not to the racketeers, and it is more likely to be the best and not the worst man who wins."

* * *

Later, the General had this to say about price control: "We are asked daily 'Will we permit price control?' 'Are we concerned with profits?'

"Price control is a primary purpose. Price fixing is an entirely different matter.

"The aspect of price control varies with every industry. In the

coal industry, as in agriculture, price lifting by agreement is an absolute necessity, because prices are below their proper place in the general scale and it is our business to equalize.

"But in some other cases, price repression is strongly indicated. Our object is to erase disparities and to come as nearly as possible to a condition where every group of our people can exchange the products of their toil with all other groups on terms as nearly fair and equal as possible.

Profits Will Come Later

"Of course, we are concerned with profits. The idea here is to restore economic equilibrium, to establish and maintain purchasing power and to spread the benefits of production so equally that every man can have his share in the boundless resources of the most fruitful country on earth. You cannot have business without the investment of capital, and you cannot have that without profits."

* * *

Donald Richberg, general counsel for the National Recovery Administration, in a speech made at the hearing of a proposed code for the retail drug trade, indicated that the Government is impatient with organizations that give the impression that their codes have Governmental approval when this is not the case.

Said Mr. Richberg: "Mr. White-side has called attention to the fact that representatives of the National Recovery Administration have had no previous opportunity to read this code. It is a precedent which we do not desire to have imitated.

"Codes are presented here on the sponsorship of those who bring them, but when codes are published as being presented to the Administration there may be very easily created a public misunderstanding as to the attitude of the Administration.

"It may be presumed that the matters presented have been considered by representatives of the Administration and have been determined to be proper for consideration and presentation.

"That obviously cannot be the case when we have had no opportunity whatsoever to see the provisions of a code. Therefore, as I say, I trust this precedent will not be followed in the future."

* * *

Hesitant business men who have worried about the success of the Blue Eagle Drive will be much comforted to know that Mary Pickford has now endorsed the Recovery Act. This statement is made on the authority of one of the gentlemen who is writing the Administration publicity releases. It is hoped that eventually Groucho Marx will announce his support of the Act.

* * *

In its September issue, *Construction Methods*, in a signed statement by Willard Chevalier, publishing director, says, "We urge upon the Administration, therefore, these vital requirements:

"1. From now on have the public works program prosecuted more courageously and more vigorously as the one certain source of early employment for those normally employed in the capital goods industries.

"2. In approving codes for these industries give due consideration to the fact that higher wage scales and shorter working days cannot, under present conditions, insure an increase of employment or purchasing power. Capital costs, thus increased, are more likely to retard than to stimulate a resumption of private investment and thereby result in diminished demand, employment and purchasing power."

* * *

The lag in the development of the public works program under Title 2 of the Recovery Act has caused serious concern in business. This program is designed to put several billion dollars into circulation but up to the present time has been moving very slowly.

Realizing that the Administration has a tremendous task ahead of it, business has tried not to be too critical of this lag in the public works program.

However, the delay has become

so se
imme
progr
the C
to cin
Th
the c
benef

A
little e
famous

A
this na
cial co
tised a
oils."

New
and J
vertise
appeal
this sa
feature
paper
above.

For
is conf

so serious that it is essential if any immediate effect of the spending program is to be felt that some of the Government's money be put into circulation right away.

The hope has been expressed that the delay will not be without its benefits since many lines of busi-

ness are going to show a seasonal decline during the winter. It is said that if the public works program can be put into effect as these seasonal declines begin to develop the actual Government spending will have a salutary effect on business conditions.

Nujol for Salads

Look Girls

a non-fattening salad dressing

One of the great stars, distinguished for her beautiful complexion and her faultless figure, was asked her secret. "Both the complexion and the weight control come in the same cream and green package," she said. "It's NUTJOL FOR USE ON SALADS instead of the old-fashioned fattening and heating vegetable oils."

On every package of NUTJOL FOR USE ON SALADS is a new recipe book giving you dozens of ways to make the most appetizing salads—vegetable, fruit, meat, fish and all the rest. Get it today at your grocer's.

Nujol

FOR USE
ON SALADS



TAKES THE PLACE OF FATTENING OILS

A NEW use for Nujol. Stanco, Inc., New York, is doing a little experimenting with Nujol, the famous mineral oil, as a salad oil.

A special preparation bearing this name has been put up in special containers and is being advertised as a substitute for "fattening oils."

Newspapers in Louisville, Atlanta and Jacksonville are carrying advertisements which have a special appeal to women. The fact that this salad oil is non-fattening is the featured argument. A typical newspaper advertisement is reproduced above.

For the time being the campaign is confined to the territory covered

by the Standard Oil Company of Kentucky.

Among the things that the company is anxious to discover is whether or not the name Nujol is an asset or a liability for this product. Everyone, of course, is familiar with this famous trademark but it is associated with constipation and it may be that some people will be a little bit hesitant about using a bathroom item in the kitchen and on the dining-room table.

On the other hand, the fact that Nujol is so well known gives this new product a tremendous head start which it could not have if it were introduced under a new name.

Again, the Triceratops

An Old Advertising Theme Which Supplies New Idea for Museums, Aquariums and the Like

NATIONAL SALES AGENCY, INC.

WHEELING, W. VA.

Editor of PRINTERS' INK:

I am under the impression that a number of years ago **PRINTERS' INK** carried an article which told of the efforts made by the Metropolitan Museum and the Museum of Natural History to sell the general public on the idea of making more frequent use of these splendid institutions.

I do not have a complete file of **PRINTERS' INK** in my office, although I have been a subscriber for the past fifteen years and I would appreciate, therefore, if you found it convenient to send me reprints of any such articles, which I promise to return to you promptly and in good order.

It would also serve my purpose if you had available any material wherein a municipality or State undertook an advertising campaign to sell a public park to the public.

RAY B. GOETZE.

IT may just as well be admitted that **PRINTERS' INK** is always extremely flattered when a reader remembers an article fourteen years old. This particular article called, "Enter the Triceratops," appeared in the May 1, 1919 issue.

It told about some advertising underwritten by a group of rich men for the American Museum of Natural History in New York. The heading on this advertisement was, "This beast, as large as an elephant, laid eggs—"

Then it referred to the triceratops, of the three-horned face, that was the mightiest animal of its time, and measured twenty-five

feet in length and over ten feet in height. This was an animal with an armor-plate hide that had a remarkable skull which projected backward over the neck like a fireman's helmet, while over each eye was a massive horn directed forward—a third, but much smaller horn being sometimes present on the nose.

Copy about this unusual beast was used in New York newspapers to increase attendance at the American Museum of Natural History, which has a \$5,000,000 collection of rare objects and an attendance of less than 800,000 people a year. The thought was that many high-class moving picture theaters have twice that number of 50-cent admissions, and that if popular interest could really be aroused in the exhibition, the money for its proper upkeep would be forthcoming from somewhere.

There was no money to spend for the advertising; so a group of the trustees underwrote it and attendance jumped tremendously after the appearance of a series based upon skeletons of the queer beasts which could be seen there.

We believe that advertising solicitors on newspapers all over the country are offered an interesting new field in the form of aquariums, zoos, art museums and parks, all of them with a definite service to give the public, full of human-interest copy and yet unadvertised as against their more aggressive competitors.

It is to be hoped that the letter from Mr. Goetze will stimulate the imaginative and latent copy abilities of many a newspaper advertising man.—[Ed. **PRINTERS' INK**.

Now Audio Productions, Inc.

Audio Productions, Inc., a Western Electric licensee, and formerly known as Trade Pictures, has been organized with headquarters at 250 West 57th Street, New York. W. A. Bach is president. The company will engage in the production and distribution of industrial and theatrical pictures.

E. E. Wise Appointed

Edward E. Wise has been appointed Massachusetts publicity director of the Home Owners' Loan Corporation, directed by the Federal Home Loan Bank Board, Washington. He was formerly an account executive in the Boston office of Doremus & Company, advertising agency.

THE Washington (D. C.) Star is the recognized "Shopping Guide" throughout the Washington Market. That gives special emphasis to the value of its circulation—largest in volume both Evening and Sunday of any Washington Newspaper. It accounts, too, for The Star's carrying more local display advertising, practically every day, than the combined lineage of the four other Washington Newspapers.

The Star completely covers the Washington Market, comprising the National Capital and 25-mile trading area into Maryland and Virginia, with its own home delivery carrier service.

Three-quarters of a million people to be reached and The STAR ONLY, needed to reach them.

The Evening Star.

With Sunday Morning Edition

WASHINGTON, D. C.

New York Office:
Dan A. Carroll
110 E. 42nd Street

*An Associated
Press Newspaper
Member Metropolitan
Sunday Newspapers*

Chicago Office:
J. E. Lutz
Lake Michigan Bldg.

Does your wife wear the pants?

IN THE October Issue of Physical Culture, the Personal Problem Magazine, there is an article entitled: "My Wife Wore the Pants." It was written by a small town lawyer whose career was ruined by a bossy, nagging spouse. His life was a veritable hell on earth—until he revolted.

Just how he suffered at the hands of his wife and what he did to straighten out matters make a story that will appeal to hundreds of thousands of other men. Men whose business and social lives are miserable simply because of a dominating wife. All of us know of many similar cases right within our own circles.

When this article came across the desk of the editors of Physical Culture Magazine, one of them recognized the name of the writer. He was from a town near his home. The editor was familiar with this man's personal problem and fully aware of the needless hardships which this man went through on account of his wife's domineering tactics.

Solely for the purpose of advising thousands of other chaps in similar situations, the editors of Physical Cul-

ture accepted and printed anonymously this straightforward account of his experience and what he finally did about it. The editors felt that through this frank and sincere discussion of this particular personal problem helpful suggestions would be provided to thousands of other "henpecked" husbands.

This policy of frank discussion of personal problems is carried by the editors of Physical Culture in every issue. So extensive and effective is this feature that Physical Culture is becoming known everywhere as "The Personal Problem Magazine." Newsstand circulation is on the increase. In July it was up 25%; August 27% and September figures thus far look even better.

This steady increase in circulation is surely indicative of the progressive editorial policies of Physical Culture Magazine and its live reader-interest. More than a quarter of a million families are now buying it regularly, and reading it from cover to cover. More than a quarter of a million alert, really responsive families that are splendid prospects for all your products. Investigate.

John F. Learter

AN ADVERTISEMENT FOR PHYSICAL CULTURE, THE PERSONAL PROBLEM MAGAZINE

A Dutch Boy Boosts Schnapps in Australia

With, Perhaps, a Forward-Looking Eye Upon a Real Land of Opportunity

AS Americans may learn, some time after next December, Schnapps isn't a joke. It's gin.

In different languages the word has been differently applied. In German its first-choice, lexicographical meaning is brandy. In American before Prohibition and in speak-easy circles since Prohibition it has meant—with a touch of moist humor—most hard liquor.

But in Holland, where Dutchmen take their drinking more respectfully and where, so it seems, the idea of calling gin by the name of schnapps really originated, the hearty word, with its somewhat showery sibilants, has denoted one specific thing for many generations.

And now the time-mellowed word, in a transplanted atmosphere of illustration and copy-treatment is being made the subject of a distinctive, newspaper-advertising campaign in Australia.

Any word that old and that hardy is capable of almost anything. Glorified in advertising, it may take to further travel and come—who knows!—to America.

If it comes here, it will be staging a comeback; for, along about eighty years ago, Wolfe's Aromatic Schnapps, imported from Holland, was a lively seller in the American market.

Much more recently it became a favored product in Australia.

But tastes changed. Here in America, the gin situation was set askew by two forces: (1) Prohibition and (2) the ubiquity of the bath tub. Along gin lines, Americans took to fabricating their own, and in consequence, to drinking anything that

wouldn't quite set the bathroom afire.

In Australia, too, there ensued a slippage of consumer standards. Sadly, the old house of Wolfe looked on while Australians, even though they still could buy, legally, the original Wolfe, deserted to inferior gins.

But now the house of Wolfe has got its dander up; and in ample newspaper space, it is telling the Australians about a gin that is more than a gin in that it is Wolfe's Aromatic Schiedam Schnapps, Product of Holland, For Your Health's Sake.

**"OP DEZE MANIER IS U
ALTIJD GEZOND"**

said Friend Jan



But our Dutch friend was saying
**"You can always feel healthy
this way!"**

A Glass of Wolfe's Schnapps each day will bring you a new sense of liveliness. This power of all spirits, made from the botanical essence of Schiedam Juniper berries, and distilled in Holland, invigorates and tones up on ailing systems. It cleanses the kidneys, and purifies the bloodstream. For the sake of your health, which is so important, take a Wolfe's Schnapps every day. It is the purest gin spirit in the world and contains medicinal properties found in no other spirit!



WOLFE'S SCHNAPPS is obtainable in large, half and quarter size bottles in all hotels

WOLFE'S
Aromatic Schiedam
SCHNAPPS

PRODUCT OF HOLLAND

"For your health's sake"

When the house of Wolfe advertises, it doesn't fool. Heretofore, gin advertising in Holland has tended to the conventional. Its copy has rather lacked a story. It has seemed to lack, also, the spirit—in the intangible sense—of crusade.

But here is a campaign keyed to public welfare. Assuming, so it seems, that the man who is looking for a kick will know that anything with a name like Schiedam Schnapps is not likely to disappoint him, the Wolfe copy ignores the more genial of gin uses and devotes itself to uses that are medicinal. For their physical well-being, it urges the Australians to "take a glass a day." It deals with the wisdom of fortifying oneself against colds, influenza, backaches, dyspepsia, and pasty complexions.

In treatment, the Wolfe advertisements are arresting. The headlines, set in square-toed type somewhat reminiscent of windmills, are unusual.

For example, one of them reads: "OP DEZE MANIER IS U ALTIJD GEZOND," said Friend Jan.

Friend Jan is a specially created advertising character. He wears wooden shoes, pantaloons, double-breasted jacket and peakless cap; and he's never seen without, in one hand, a glass, and in the other, a bottle of Wolfe's Aromatic Schiedam Schnapps.

In this instance, Jan is addressing an individual with whom any enterprising undertaker would proceed, on sight, to make friends. But Jan brings hope; for, as the copy explains, what Jan is saying is this: "You can always be healthy this way!"



"Vas You Dere, Sharlie"

Baron Munchausen, in the person of Jack Pearl, will again be the featured star in a series of broadcasts which, beginning October 7, will mark the return of the American Tobacco Company's radio advertising for Lucky Strike cigarettes.

Hahn Resigns

Low Hahn has resigned his connections with the Hahn Department Stores, Inc.

The copy proceeds:

A glass of Wolfe's Schnapps each day will bring you a new sense of healthiness. This purest of all spirits, made from the beneficial extract of Italian juniper berries, and distilled in Holland, invigorates and tones up an ailing system. It cleanses the kidneys and purifies the bloodstream. For the sake of your health, which is so important, take a Wolfe's Schnapps every day. It is the purest gin spirit in the world and contains medicinal properties found in no other spirit!

In another advertisement, the beaming Jan remarks:

"NIET NOODIG ZICH TE VOELEN."

In less-interesting-looking English, that means, "There's no need to feel 'seedy.'"

In another headline, he inquires: "WAARUM AAN RUGPIJNEN LIJDEN?"

And that, believe it or not, means, "Why suffer with backache?"

In still another, he suggests: "ZOO GENEEST MEN EEN VERKOUDHEID."

Which, incredible as it may seem, means, "Here's the way to stop that cold."

Altogether, Jan seems a helpful person to have around. If and when he comes to America, he no doubt will be roundly welcomed. Nor will his welcome suffer in fervor from the fact that America, apprized of his coming, will break out with colds, influenza, backache, and dyspepsia and will be afflicted with what will amount to a nation-wide epidemic of very pasty and unattractive complexions.

Represented by Wandless

Wandless Associates, Inc., New York, has been appointed Eastern advertising representative of *Lubrication and Maintenance*, Chicago. Territory will cover New England, Delaware, New Jersey, and the Eastern portions of New York and Pennsylvania.

With San Antonio "Express"

George E. Smith has been appointed manager of national advertising of the San Antonio, Tex., *News and Express*.



Tune in on

Broadcast by AMERICAN EXPORTER

NOW it can be told. . . . While diplomats wrangled at London and economists debated at Washington, merchants all over the world went ahead buying more goods. . . . Human nature is funny that way.

U. S. exports of manufactured goods in July jumped 16% and were the largest since May, 1932. . . . But from what our advertisers and readers tell us this is only the start. . . . Out of 231 exporting manufacturers we have only found 14 who say business is below last year. . . . And note all these overseas buyers visiting this country. . . . They didn't come here just to play around at the Century of Progress. . . . Business isn't that good.

There's Henry Tseng of Scientific Service Co., Shanghai, for example. . . . In Chicago the other day he took on the Bell and Howell agency at 5 P.M. . . . At 9:30 A.M. the next morning he walked in with his first customer, also from Shanghai. . . . We know, we were there. . . . And there's Romulo Lara, Studebaker distributor from Bogota, Colombia. . . . He dropped in the other day with a portfolio of views of as fine showrooms and garage as you would want to see. . . . He's very enthusiastic about those new roads being opened in Colombia. . . . Collapsible boats for week-end visits at Girardot represent only one of the items he is interested in securing. . . . One of the most important firms in Brazil is here looking for office supply agencies. . . . And you would be surprised how hard they are to find open for Brazil.

Then there's Parker, Winder & Achurch, Ltd., one of the largest hardware merchants in England,

established 1836. . . . One of the first to introduce American oil burners in London. . . . Their Mr. Binna, London manager, was a recent visitor. . . . Told us that reading our Century of Progress number definitely made up his mind to come over. . . . They are looking now for two new American household lines. . . . Henry Ditlevsen, Atwater Kent, Studebaker and Universal Cooler Distributor in Argentina (the man who sold over 50,000 of Mr. Durant's Stars and Durants in his territory); Carlos Salgado, representing Brunner and Weaver automotive equipment in Colombia; Harris Cohen, representing Bridgeport Hardware and Millers Falls on the Continent; P. Van Laethem and O. Schamp of M.E.G.A., co-operative electrical dealers in Belgium and Elie Desrues, American hardware importer in France, are a few who have crossed our orbit recently. . . . M. Desrues tells in our October issue a French merchant's view of the United States. . . . He thinks we have a great President.

The same issue tells the story of the latest Shanghai gesture. . . . The triumphant opening on June 14 last of the new Grand Theatre. . . . Modern? . . . It's modernistic. . . . Seats 2200 people. . . . R.C.A. Photophone equipment. . . . Air conditioned by Carrier International. . . . So if Loew's Mabel goes to Shanghai next summer she still needn't melt away.

People ask us what the effect of N.R.A. will be on exports. . . . Prices are bound to go up, of course, but up to 30% such increases will be absorbed by the discount on the dollar. . . . Meanwhile our imports of raw products

are gi
largest
had in
change

Take
Sydney
ing pr
year. .
buys n
last ye
U. S. p
all that
world's
greatest
have h
moditie
rubber
year an
importe
Cocoa,
banana
imports
last year
enues 3
national

Our
with co
For exa
porters
and au
mate h
twelve
with th
replies
the first
an incre
three ce
two loc
expects
100%.
. . . . T
these a
amaze t
Willis
imports
ery. . .
Switzer
pin gan

in on Export

ER World's Largest Export Journal

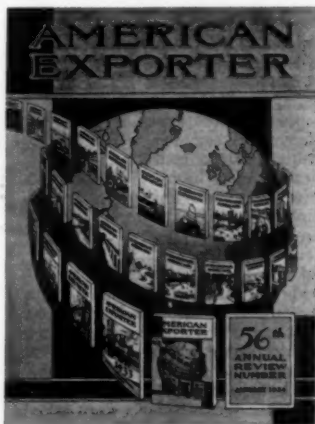
are giving foreign countries the largest purchasing power they have had in years. . . . And fair exchange is no robbery.

Take wool, for example. . . . In Sydney, Australia, last week opening prices were 30% above last year. . . . And Australian money buys nearly 30% more dollars than last year. . . . It will take a lot of U. S. price advances to wipe out all that. . . . We use 40% of the world's raw materials and the greatest price increases since March have been in international commodities. . . . Even in terms of gold, rubber is worth 60% more than last year and we use 64% of it. . . . All imported. . . . Tin is up 64%. . . . Cocoa, sugar, raw silk and even bananas are also all higher. . . . Our imports are running 80% ahead of last year in value and customs revenues 34% ahead. . . . We are internationalists in spite of ourselves.

Our mail from abroad is filled with conservative optimism. . . . For example, we asked leading importers of American cars, trucks, and automotive products to estimate how their sales in the next twelve months would compare with the previous twelve. . . . The replies are just coming in. . . . Of the first 51, no less than 39 predict an increase, seven are in doubt, three expect no increase and just two look for a decrease. . . . One expects a 300% increase, three say 100%, but the average is 45.7%. . . . The variety of interests of these automotive importers would amaze the uninitiated. . . . Thus the Willys distributor in Yucatan also imports perfumery and haberdashery. . . . The Simonix importers in Switzerland are also interested in pin games.

Mr. Lo Kan's Grand Theatre, already referred to, is just one of numberless incidents which come to us showing how alert business men all over the world are going ahead, not waiting for the world to reach perfection before they take a chance. . . . That's the sort of business men who read the American Exporter. . . . And can you think of a more important time to keep your story before them than right now when even the League of Nations' statisticians have discovered that the business cycle has started up once more? . . . Send for a copy of "Selling the Overseas Buyer." . . . It will interest you.

370 Seventh Avenue
New York



56th Annual Review Number
Schedules now being made up include
this very important feature.

Editorial Methods Basis of This Advertising Program

Heinz Goes to Magazines and Newspapers, Learns of Them, and Makes Its Campaign to That Pattern

AN analysis of the principles which editors use to build reader interest is the underlying basis of the new magazine campaign just started by the H. J. Heinz Company. These principles, once determined, were incorporated into copy appeal and layout.

Similarly, an analysis of the principles which have proved so effective in getting women to read both department store copy and the advertisements of their local grocers, is the basis on which Heinz has built its forthcoming newspaper campaign.

The company, though it has decided on types of advertising for both mediums which are a departure from anything it has used before, was not moved to search for something just because it might be different. It merely wanted the elements that experience in other fields had demonstrated would insure a greater reader interest.

In planning its magazine campaign, the company decided to review fundamentals. It looked up the first principles of food advertising, starting with a study of the editorial food pages. Knowing that these pages pulled a strong reader response, it wanted to learn definitely how this response was created.

Editors of food pages were asked for information. Their formula for getting reader interest reduced itself to several simple questions. In the answers to these, women get the helpful advice which makes their cooking problems simpler.

The questions they want answered are:

What should I serve?
How should I serve it?
How much will it cost?
Will it be good for my family?



Pyramid layout follows food page style—the panel idea was suggested by department store practice

How should I prepare it?

The answers constitute one of the basic principles on which Heinz has built its magazine copy. Another principle is taken advantage of in adapting the campaign so that each advertisement in a magazine will be similar in format, typography and editorial treatment to the editorial contents of that magazine.

A group of magazines may carry practically the same advertisement insofar as headline, illustration and

copy is concerned. But the typography, and format will be varied to simulate the characteristics of each magazine. This is what is being done in the case of women's magazines.

Where the editorial content of a publication is distinctly individual, like *Time* and the *New Yorker*, for example, copy, selection of illustration and appeal are specially designed to fit in with the editorial style of the publication.

Each advertisement features several products among the 57 Varieties. This has the advantage of mentioning more products than ordinarily is possible. Advertising gets away from one product copy, sells the line and gives opportunities to talk up individual products, if only incidentally.

If the copy is an informal, personalized message under the signature of Josephine Gibson, Heinz home economist, reference can be made to other products in a way which straight, orthodox copy would not allow.

For instance, one advertisement in one place talks about Heinz tomato juice and closes with "If you prefer a cocktail, add a dash of good Heinz Worcestershire Sauce!"

This policy of fitting advertisements to each magazine, of course, involves more painstaking work—both creatively and in execution of details. It also runs up production costs. But Heinz believes that the greater degree of reader interest resulting, more than warrants the trouble and expense.

This conviction is based on acceptance of the general theory that it pays to harmonize your advertising message with surrounding editorial content and that, if the advertiser uses the same basic principles as does the food editor, he will get full value in response.

In planning its newspaper campaign, Heinz also went back to a study of first principles. It remembered that the housewife first looks at the news and then the shopping news. It studied the editorial contents of the food pages and found these functioned on the same general principles as used by magazine

food editors. From these pages it took the idea of a pyramid layout. From department store experience, it took the panel idea and adapted it to the featuring of products individually in a box.

A study of advertisements in the food pages revealed that if the advertiser was a local merchant,

VICTUALS

VICTORY

Over Autumn Appetites

This week, from Earhart, Maine to San Diego, California, self-sustaining bases are preparing to launch off using for the victory. Concentration at the same time men, women and children are installing themselves at dinner tables excluding, "I'm hungry as a bear!"

Professional statistics reveal that quickness of action appears to cause a sharp rise in food consumption. But household economics need not be disturbed. If families crave for provender, it need involve neither heavy labor nor expense.



Worcestershire Sauce!
"Hot or hungry as humans!"

Few skilled cooks connect more easily surrounding dishes than some of these essentials of any feast, which are ready-prepared for heating and serving. Hay can any individual command the choice of the world's finest ingredients as does one great American food-manufacturing company.

Perhaps the day will soon arrive when long centuries over kitchen ranges will be covered by household from American home life. If this can dream, thank, for one, the influence of the Heinz "Victories".

Naturalized, Nationalized

Discovered, developed by Italy; borrowed, perfected, popularized by Heinz, is Heinz Cashed (Spaghetti). Prepared by a secret Italian recipe, cooked with imported cheese and rich tomato sauce. The first Heinz actually made the original spaghetti in six-roded strands, from selected Durum wheat. Today it is like because "America's Quick Meal", and among America's most economical meals.

Borrowed from Boston

"Homespun" days of 1840 suggest our hearty, delicious national dish, baked beans. New Englanders baked their own in hot dry ovens, of the long, covered, commercial imitation. Then Heinz borrowed Boston's own method, actually baked selected beans for hours in ovens. Quickly, strongly, they appeared to national tastes. Today, runs New England daily common taste of Heinz Oven-Baked Beans. There are four styles: Fickled. Blended with Heinz Tomato Ketchup, or "extra strength", then tender, easily, so-like suggests, saturated with delicious sauce, make baked beans a national, rather than a national dish.

Nation's Kitchen

Into American large-scale food preparation Heinz introduced the home-recipe, home-cooked idea. Example, of Heinz ready-to-serve soups are concocted in small batches, cooked slowly in small open hearths, sealed hot from the pot into special tins. Example, prime tomatoes, grown from Heinz-grown seed, are picked daily at the peak of perfect ripeness, converted before the elusive one-fifth flavor disappears, into Heinz Tomato Juice. Other examples, of imitation.



HEINZ GIBSON

"Write to Redwood Road, for help!"

No triangle, no escape situation here in "The Heinz Book of Skills", fresh from the press. Striking with new, striking ideas, gleaned from experiments by Josephine Gibson, famed Heinz Cookery authority, the modern but wholesome book may be had for 10 cents. Address Heinz, Pittsburgh—mention *Time* Magazine please.

HEINZ 57 VARIETIES

Typography, format and illustration simulate editorial style

he used localized, breezy copy. Here was a flavor which the company wanted to catch and when it can, it makes some of its panels "groceryfied." It united both the basic copy fundamentals to the department store layout. In injecting a localized atmosphere, the company feels that it is giving the dealer evidence that it is in partnership with him.

With panel advertisements, each

constituting a part of the completed message, wide variation is afforded in the selection of products, in the choice of appeal and the selection of illustration. A dignified institutional message under the signature of Howard Heinz doesn't clash with cartoon copy for spaghetti or vinegar.

The newspaper campaign starts September 22 and uses about 1,500-line space in 108 newspapers.

Each panel is sent to the newspaper on a separate mat, accompanied by a pyramid layout which the company would like to have.

Orders that go with each insertion stipulate that all of the advertisements must appear on the same page. The full insertion is scheduled for publication on food page days, or on Fridays, so as to appear when housewives are planning their week-end purchases.

Beer at the Waldorf

*The one and Only
DRAUGHT BEER SERVED AT THE
Waldorf-Astoria*

OSCAR of the WALDORF
explains how easily you can tell
Good Beer!

Fidelio BEER

LAST week New York newspapers carried a teaser campaign for an unnamed beer. These advertisements announced that the "country's greatest authority on beer" was going to tell all about good beer and how to serve it. The name of the authority and of the beer were revealed on September 1 in a large-space advertisement, reproduced here. Oscar of the Waldorf was the authority. Fidelio was the beer.

In the copy Oscar Tschirky said, in telling what good beer should be: "Here at the Waldorf we know good beers—serve them."

It must have been somewhat of a surprise to the beer-drinking public to read a few days later that "the one and only draught beer served at the Waldorf-Astoria is Trommer's." For this is what an advertisement proclaimed.

Anyway, both Trommer's and Fidelio are undoubtedly good beers.

*sales results are an
assured FACT in*

THE STUYVESANT GROUP!

If you would reach most effectively the market for quality goods invest your advertising dollars in THE STUYVESANT GROUP. For, only here will you find complete and satisfactory interpretation of the three basic reasons for any publication's existence in the class field . . . FASHION . . . SOCIETY . . . HOME.

Harper's Bazaar . . . UNQUESTIONED SUPREMACY IN FASHIONS

Town & Country . . . DISTINGUISHED AS A RECORDER OF AMERICAN SOCIETY

Home & Field . . . THE NEWS MAGAZINE OF THE SMART HOME

More than 160,000 socially-select families with almost limitless buying power recognize the three-fold authority of THE STUYVESANT GROUP in the practice of gracious living. The countless purchases of fine merchandise they make every day are directly traceable to the sales stimulative influence of HARPER'S BAZAAR . . . TOWN & COUNTRY . . . HOME & FIELD.

The STUYVESANT GROUP

LAURENCE A. WEAVER,
DIRECTOR GROUP SALES

572 MADISON AVENUE, NEW YORK

AND "Better days ARE here"

Collier's

The National Weekly for April 29, 1933



the last year and more, September will be a prosperous month. In the an-
 of this

Better Days are Here

By William L. Cheney

the last year and more, September will be a prosperous month. In the annals of this depression we even now can reasonably forecast that the autumn of 1933 will be remembered as the happy season of good times."

Better Days are Here

By William L. Cheney

Editor of *Colliers*

WITNESSING the progress of the depression, the business world is beginning to feel a sense of relief. The index of business activity was at its lowest point—unemployment at its peak. This article was written last March, when the index of business activity was at its lowest point—unemployment at its peak.

This article was written last March, when the index of business activity was at its lowest point—unemployment at its peak.

Collier's - FOR ACTION !



THE CROWELL PUBLISHING COMPANY NEW YORK

The "Daily Herald" is the
fastest growing national
daily newspaper in Great
Britain and the

First National Daily Paper to Announce a Certified Net Daily Sale of 2,000,000



Four months ago the first
"Daily Herald" advertise-
ment appearing in this
paper announced a certified
net daily sale of 1,685,000
copies. To-day certified net
sales of the "Daily Herald"
exceed 2,000,000 copies daily



All enquiries should be addressed to:

Arthur Phillips, Advertisement Director, 67, Long Acre, London, W.C.2. England.

Editor

En-
tomen
year
client
source
Qu
of or
anxi
tions
servic
If
letter
tional
will r

A
nently
to h
many
by so
part
ticular
It i
fectiv
spons
one r
away
their
tempo
mome
the lil
sent t
pull n
Not a
favor
custo
serve
there
he ca
tensive
It i
for a
ter.
frank
that t
wrong
win th
transp
sire or

Letters to Win Back Lost Customers

Sometimes They Pull Between 60 and 70 Per Cent Returns

W. S. QUINBY COMPANY
BOSTON

Editor of PRINTERS' INK:

Each month we open up new customers, but nevertheless during each year we lose the patronage of valued clients who switch to some other source of supply.

Quite naturally, we regret the loss of orders from old friends and are anxious to solicit from them suggestions for the improvement of our service.

If in your files you have regret letters which you consider exceptional, we shall be grateful if you will mail us copies.

EDWARD HUMPHREY.

ALTHOUGH in many cases a lost customer may be permanently gone for reasons that seem to him unanswerable, there are many others who can be won back by some unusual attention on the part of the salesman or by a particularly well-phrased letter.

It is surprising, indeed, how effective letters are in getting response from customers who for one reason or another have strayed away from the fold. In most cases their reasons for straying are temporary or due to indifference, momentary financial stringency and the like. The result is that a letter sent to lost customers is likely to pull more than 50 per cent replies. Not all of these replies may be favorable but once the disgruntled customer has broken down his reserve enough to reply to a letter there is an excellent chance that he can be won back by more intensive effort.

It is difficult to give a formula for a successful lost customer letter. It must be characterized by frankness, by willingness to admit that the company may be in the wrong, by an honest eagerness to win the customer back without too transparent fulsomeness, and a desire on the part of the company to

really show the customer the kind of service he desires.

Incidentally, it is interesting to note that some of the most successful lost customer letters are fairly long in comparison to a great many sales letters. For instance, here is a letter that drew over 50 per cent replies when used by a salt company:

This letter is from *me* to *you*. Never mind the ——— Company.

I want to talk over a few things with you. The folks here in the Service Department tell me that they have sent you letter after letter, and house-organs and folders, trying to interest you in our up-to-date line of salt and the many effective ways we are helping our dealers. I see that no orders have been entered for you since, 19..

You see, you certainly have me "guessing," for you have never told us to quit; yet you never signified your interest in any way. I wonder if the letters and literature reached you. What's the trouble? Won't you let us figure on your next shipment?

Now, just listen. I am not in business for myself, but I am working for the ———. I am putting every ounce of my ambition, energy, "steam"—my heart and soul into their business. And they are splendid people to work for. But, say, I have to show results—just the way you have to in *your* business.

Won't you give my firm a chance to demonstrate what they can do for you? Not that I am "begging" for an order—not that at all, but because the service we will give you if favored with the next order will convince you that you can safely consider my firm as your regular source of salt supply hereafter.

But, if you are not convinced that you should risk a few dollars "on me" and resume business relations with us, then I will ask you to do this:—investigate our firm thoroughly; inquire about us from a

dozen different sources; then, last of all, this; if you are still shaking your head crosswise at my long letter and don't want to write me a letter, well, then, do this:—

Tell me why you won't buy from our house; why you won't let us help you make more money from your Salt Department—tell me on the enclosed postal. Surely you will do this little thing, won't you?

The postcard mentioned in the letter carried the following copy:

Brick Bats or Bouquets—Write Them Here

If you have no particular complaint and expect to do business with my firm when conditions with you again warrant say "yes" here.

When shall we quote you on your next salt requirements? 19..

Was previous service unsatisfactory?

Did quality fail to please?

Is advertising non-effective?

Any other ways we failed to please?

Are you permanently out of the salt market?

Are you buying through a jobber?

If so, give name here.

The following letter, when used by a manufacturer of notions, got more than 70 per cent replies and enabled the sales manager of this company to do some effective work in winning back customers who had drifted away:

One of the first jobs I tackled when I took charge of the sales department was to check over the sales records of every customer.

Some of the records gave me a pleasant thrill. Others caused me to scratch my head in wonderment. Yours for example.

Your sales card shows that you haven't given us the pleasure of serving you in almost a year and a half. Naturally I am a bit puzzled, as you would be if you were here in my place, for you formerly featured all of the products and sold a lot of them.

It occurs to me that perhaps we

did something to cause you to desert us. If so, I would thank you to tell me frankly what it was, so we may make amends. You are too good a customer to lose. We want you back!

Won't you write me today, please? A stamped envelope for your answer is enclosed.

Another letter used by the same company got about 60 per cent replies. Here it is:

Why?

That question flashed through my mind this morning when I found, upon looking over your sales card here in our files, that you haven't ordered any Bank Pins in about two months.

You'll agree, I'm sure, that Bank Pins give the kind of service you expect pins to give. They're all brass and won't rust. They have strong, smooth, sharp points, enabling them to glide easily and without bending through thick papers. They have extra large heads so they won't slip clear through papers and so they may be quickly removed without injury to the fingernails.

You'll see from the attached list that the prices are reasonable for quality pins like

In view of all this, I'm frankly at a loss to know why you haven't given us the pleasure of serving you recently. Won't you drop me a line telling me the reason?

It would be great to find an order with your letter!

A large kitchen cabinet company had unusual success with a two-page letter which is worth studying:

What do you do when a good customer pays out his account and doesn't return to buy for some time?

Do you write him a letter, or telephone, or make a personal call, or send one of the boys?

If we knew just what you consider the most effective way to get a customer to open a new account, we would try your way on YOU.

Since we do not know the way you do, we are asking you to accept this letter as a personal letter from

this
us ag
you l
merc
We
sands

est o
excel
"qual
the p
OU

becau
ITY
hardv
ough
wood
made
to do
FINIS
which
make
they
longer

The
that I
STAI
ity.
BRAS
The
DANT
GREA
STICH
the F
SHEL
CAST
weight
cious

OU
PRIC
line o
we do
even
kitchen
breakf
comple
we wil

We
over th
no ex
contact
way al
to adv
YOU
WE.
stocks.
kitchen
lines, u
please.

If yo
or mor

this company. We want you to owe us again. We hope and believe that you have made money on ——— merchandise.

We believe you agree with thousands of other furniture dealers that ——— merchandise is the cheapest on the market by reason of its excellent quality. We believe that "quality is remembered long after the price is forgotten."

OUR MERCHANDISE IS CHEAP because of the **EXCELLENT QUALITY OF MATERIALS** we use—all hardwood, free from knots, thoroughly dried, then handled by fast woodworking machinery, surfaces made perfectly smooth to permit us to do a good job of finishing. The **FINISH IS THEN BAKED ON**, which is an expense that helps to make the cabinets cheap because they sell better, the finish lasts longer. Few factories do this.

The working surface (porceliron) that is used three times a day is **STAINLESS** and the highest quality. The hardware is either **SOLID BRASS** or **STEEL**, heavily plated. The **SHELF ROOM IS ABUNDANT**, the **DRAWERS HAVE GREAT CAPACITY** and **NEVER STICK**. Many of our cabinets have the **FAMOUS AUTOMATIC BASE SHELF EXTENDER**. **ANT-PROOF CASTERS** may not be worth their weight in gold, but they are precious near to it.

OUR QUALITY makes OUR PRICE THE CHEAPEST of any line of cabinets on the market, and we don't want them off your floor even for a single day. If your kitchen cabinet, kitchen table, or breakfast-room set line-up is not complete, **SEND US AN ORDER—** we will ship promptly.

We are very much encouraged over the prospect for business. With no exceptions, the people we are contacting now are feeling the same way about it. Prices should begin to advance all along the line soon. **YOU HOPE THEY DO, SO DO WE.** We should all have complete stocks. Fill in your kitchen cabinet, kitchen table and breakfast-room set lines, using the enclosed order blank, please.

If you will send us order for \$10 or more, in response to this letter

now—using the special order blank enclosed, we will send you **FREE** an **Ole Vir-gin-a Cooking Set** consisting of:

Ole Vir-gin-a No-Burn Griddle,
Ole Vir-gin-a Dutch Roaster with self-basting lid,

Ole Vir-gin-a Dutch Oven with self-basting lid,

Ole Vir-gin-a Egg Skillet.

We hope you take this set to your own home and use it. The folks will like it and thank you for it, and we will be happy to send it along with our compliments.

You are almost sure to have a place in your store for one of the new pieces of merchandise described on the enclosed folder. **THE NEW CABINET IS BEING ACCEPTED AS SOMETHING REALLY NEW.** It has marvelous demonstrating qualities, women like it, especially do they like the **IMMENSE STORAGE SPACE** and its **UNUSUAL CONVENIENCES**, and, after all, these things, plus quality, have made ——— kitchen cabinets the **MOST POPULAR OF ALL.**

This is a long letter. We are hoping it isn't too long or too short to accomplish what we are after, **THAT IS, TO GET YOU BACK ON OUR BOOKS.**

Recently a company manufacturing axe handles sent this letter to a number of hardware dealers who had not been buying:

We feel the loss of your business keenly, in spite of the 1,430 new accounts we gained last year.

If there was anything wrong with the ——— Handles shipped you January 13, 1928, or our service, won't you tell us about it and give us a chance to redeem ourselves?

Perhaps you, like many other dealers, have found it necessary to stock lower-priced handles. In that case, our new prices will interest you. Axe handles are as low as \$1.65 a dozen delivered to your town in 100-lb. lots or more (this is about 5 dozen handles.)

We guarantee you against any loss from warped, wormy or otherwise unsalable ——— Handles.

Won't you check your handle stock and send us another order for

shipment either now or this fall? Or, if you don't need handles now, write us anyway. We would appreciate it. You could use the enclosed order form and no stamp is needed.

Winning back lost customers, of course, is not just a job of letter-

writing. As will be seen from the letters reproduced in this article they are primarily designed to give the company an opening through which an experienced salesman can walk in his effort to mollify disgruntled customers or stir up the indifferent.—[Ed. PRINTERS' INK.

Form Gravure Association

At a meeting held in Chicago recently the employing gravure printers formed a new association to be known as the National Gravure Printers Association.

Alfred B. Geiger, of the Chicago Roto-print Company, is president. Frederick D. Murphy, Art Gravure Corporation, is vice-president and Martin J. Tiernan, of the same company, is secretary and treasurer. Directors include: Arthur E. Cerre, Free Press Photogravure Company; John F. Cuneo, Cuneo Press; George F. Henneberry, Manz Roto-gravure Company; Albert E. Winger, Alco Gravure, Inc.; and Mr. Geiger.

A code of fair competition for the gravure printing industry was adopted at this meeting and plans are now going forward for its presentation at Washington.

Directs Zerozone Sales

J. G. Brown has been appointed general sales manager of the Zerozone Corporation, Chicago, in charge of household and commercial refrigerator sales. He was formerly vice-president of the Freeze King Corporation and general sales manager of the American Water Heater Company, St. Louis. More recently Mr. Brown has been with the Crosley Radio Corporation, Cincinnati, in charge of the utility division, handling electric refrigerators exclusively.

Witt Joins KGB

Harry W. Witt has been appointed advertising manager of Station KGB, San Diego. He succeeds John A. Stewart who has joined the sales staff of Station KHJ. Mr. Witt was for seven years an account executive with Foster & Kleiser. More recently he has been engaged in advertising agency work.

New Paper for Liquor Trade

The American Wine and Liquor Journal, to be devoted to the interests of the distillery, wine and liquor industries, will commence publication with an October issue. It will be published by the Atlas Publishing Company, Inc., 150 Lafayette Street, New York. C. H. Lipsett will be publisher.

With "Your Magazine"

A. H. Stilwell, recently Eastern representative of the W. D. Boyce Company, Chicago, is now with the New York advertising staff of *Your Magazine*.

Cemetery Wins on Appeal

A court ruling handed down by Municipal Judge Frank Harvey, of Akron, removes the sale of cemetery lots from the jurisdiction of the Ohio State Board of Real Estate Examiners. This ruling is in favor of Crown Hill, Inc., a cemetery promotion near Twinsburg, Ohio.

Complaints against salesmen were investigated by the Better Business Bureaus of Akron, Columbus and Cleveland. Following a brief drawn up by the Akron Bureau, the Real Estate Board revoked the broker's license used by Crown Hill, Inc.

In dismissing charges against two salesmen, Judge Harvey held that "legislation might well include transactions of the kinds described, by extending the statute, but it is the opinion of the court that the penal clause does not cover, nor is it contemplated to cover, transfers in these cases."

AGMA Appoints H. M. Foster

Hugh M. Foster, who has been associate editor of *Grocery Trade News*, New York, has been appointed assistant to Paul S. Willis, president of the Associated Grocery Manufacturers of America. He will devote all his time to the work of the association.

This is the second step in a program to enlarge the facilities of AGMA in order to take care of the added duties it has assumed in carrying out President Roosevelt's recovery plan. The first step was the drafting of Mr. Willis on full time as active president of the association.

Mr. Foster will largely devote his time to the handling of affairs for the industry groups. He was formerly grocery editor of the *New York Journal of Commerce* and secretary of the New York Wholesale Grocers Association.

Appoints Des Moines Agency

Cole's, Inc., Des Moines advertising agency, has been appointed to direct the advertising account of the King Ventilating Company, Owatonna, Minn., air conditioning and ventilating equipment. Magazines, business papers and direct mail will be used.

Starts Advertising Business

Bernard Krog, formerly vice-president and general manager of the Investment Advertising Company, Chicago, has started a financial advertising business under his own name at that city, with offices in the Board of Trade Building.



Out of the "Doldrums"

When old sailing ships got into the "Doldrums" they would often drift helplessly, "in irons," for a month or more—waiting for a wind.

A powerful tugboat could have pulled them out in a few hours.

The Government is supplying the tugboat to pull business out of its Doldrums—with the result that Washington, D. C. has become the nerve center of Business Recovery activity.

All of which is making this prosperous Washington market of greater importance than ever.

You can get your share of this powerful market by getting your message before the Times' 106,953 families—over half the families in Washington.

WASHINGTON TIMES

THE NATIONAL DAILY

Washington's Fastest Growing Evening Newspaper

Represented Nationally by the
Rodney E. Boone Organization



Ba Goom!

OVER in Great Britain W. T. Henley's Telegraph Works Company, Ltd., is called one of the most versatile and original advertisers now using the technical press.

In the advertisement reproduced here, this company shows how to use real conversation. "Ba Goom! Doant Henley Trailers never wear 'oot?" Then the other miner whose rough corduroy trousers and

work shoes are shown in the dramatic looking photograph replies in these words:

"Noa, laad. That's why they're in t'pit."

Thus with a dramatic picture, short copy, actual conversation, this company has dug out of the mines themselves an excellent example of real copy, a way of using repartee without making it sound stuffy and forced.

Will Direct Ogilvie Campaign

Helene J. Cole has been appointed advertising manager by the Ogilvie Sisters, New York. She will direct a campaign featuring a courtesy hair treatment under the Ogilvie system.

The campaign will start September 15. Magazine and newspaper advertising will be used.

Miss Cole previously was advertising manager of the Wilson-Bowman System, Brooklyn, N. Y. She formerly was production manager of *Modern Living Magazine*.

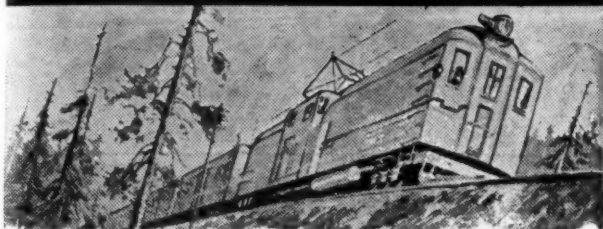
Has Insurance Account

The Central Advertising Corporation, Indianapolis, has been appointed to handle the national advertising of the United Mutual Life Insurance Company, of that city. Magazines, newspapers, business papers, and direct mail will be used.

Brewer Appoints Erwin, Wasey

The Atlas Brewing Company, Chicago, has placed its advertising account with the Chicago office of Erwin, Wasey & Company.

PULLING POWER



Great electric locomotives, nearly 100 feet long, weighing more than 715,000 pounds, and driven by eight powerful motors each, regularly haul 100-car freight trains over the stiff grades of the Northern Pacific Railway. PULLING POWER developed to the n'th degree.

To the newspaper advertiser PULLING POWER has a different meaning. To him it means the ability of a newspaper to carry his advertising message to a great number of families who are able to buy and who will buy his merchandise.

In Los Angeles one Daily Newspaper stands away above all others in this respect. The Evening Herald and Express, with a total circulation of 264,048 Daily—concentrated 95% in the Los Angeles City and Suburban area—offers a power to develop business for the advertiser unequaled by any other daily paper in the entire West.

This newspaper—by far the largest in circulation of all the daily papers on the Pacific Coast—also carries more Display Advertising for More advertisers—both Local and National—than any other 6-day newspaper in the West.

Shrewd and experienced advertisers generally concede that:

*Any Schedule Designed to Cover Los Angeles
Should Begin With The*

LOS ANGELES EVENING
HERALD AND Express

NATIONAL REPRESENTATIVES

PAUL BLOCK AND ASSOCIATES

NEW YORK

CHICAGO

BOSTON

LOS ANGELES

DETROIT

SAN FRANCISCO

PHILADELPHIA



Pershing's AEF required four men in the front line to support every man in the front line. Behind the men in the rear was the whole industrial structure of the U. S., employing millions

The men BEHIND the

[ILLUSTRATING HOW PUBLIC CONSTRUCTION INCREASES EMPLOYMENT INSIDE AND OUTSIDE THE INDUSTRY]

IT is estimated that lumber, from tree to ultimate user, provides a livelihood for 10 million people. The construction industry uses lumber—plenty of it. The last year of normal activity engineers and contractors spent over two billion dollars for forest products—49% of their total expenditures for materials. Steam railroads alone moved in that year over four million carloads of poles, posts, piling, shingles, laths and wood-work used by the construction industry. . . .

Another instance of how construction influences employment outside of its own industry. There's hardly an industry where the buying activity of engineers and contractors is not felt. Consider what the following figures mean in terms of employment behind the construction lines—millions of jobs in the plants supplying these everyday needs,

—millions of jobs, in turn, plants supplying these plants a never-ending cycle:

Value of Construction Materials and Equipment Produced in 1932

Cement	\$ 267,509
Brick and tile	189,965
Lime	27,145
Concrete products	85,719
Wall board and plaster	70,662
Building stone	143,633
Forest products	2,052,452
Sand and gravel	106,950
Iron and steel	1,215,992
Asphalt, etc.	53,396

TOTAL.....\$4,213,427

Machinery:

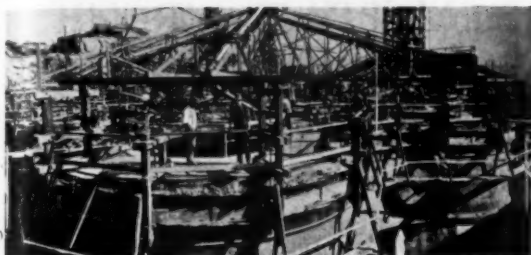
Concrete mixers.	\$ 11,404
Tractors, engines, waterwheels, etc. ..	35,434
Hydraulic Machinery, etc.	10,081
Pneumatic Tools and compressors	45,029
Pumps and equipment	59,310
Excavating Machinery	57,103
Roadbuilding Machinery	30,693
Dredging Machinery..	3,641

TOTAL.....\$ 252,700



vertising, numbers
ment. It
jobs for t
to make the
vertising is
giving en
numbers
ndries and
itors, circ
cks, mess
cks and c
n, truckme
telepho

E



in the
line. Be
the indu
g mill

th an **BEHIND** the gun



turn,
plants

Maten
d in 1

57,509

39,965

27,145

35,719

70,662

43,633

22,452

6,950

5,992

3,396

3,427

1,404

5,434

0,081

5,029

9,310

7,103

0,693

8,641

7,700

vertising, too, influences em-
ployment. It sells goods, provid-
ing jobs for the men and women
to make the goods. Moreover,
vertising is a big industry in it-
self, giving employment to count-
less numbers in paper mills, type
foundries and the graphic arts.
Editors, circulation men,
messengers, mail
men and carriers, sales-
men, truckmen, stenograph-
ers, telephone operators,

writers—all are largely depen-
dent upon the fortunes of adver-
tising. They, too, are *the men
behind the man behind the gun.*



So when equipment and materials
manufacturers advertise their
products to the 45,000 engineers
and contractors who read
Engineering News-Record
and *Construction Methods*
they do more than make jobs
for their own employees.

Engineering News-Record Construction Methods

McGraw-Hill Publications

10 West 42nd Street

New York

Direct Mail Program Ready

A SCHEDULE of thirty-seven speakers and discussion leaders has been drawn up for the annual convention of the Direct Mail Advertising Association, which takes place from September 27 to 29 in the Hotel Sherman, Chicago.

"Forging Ahead on the Business Upturn through Selective Selling" is the theme upon which the convention's attention will be centered.

The program follows:

Sept. 27, general luncheon meeting: Malcolm Muir, president, McGraw-Hill Publishing Co., and NRA Deputy Administrator, "The New Deal—What It Means to Your Business"; Charles F. Kettering, vice-president, General Motors Corp., "Adjusting Your Marketing Program to a Planned Economy Basis"; Homer J. Buckley, president, Buckley, Dement & Co., "Where Direct Mail Fits into the New Picture—and How"; Strickland Gillilan, "The Consumer Looks at Advertising."

Better Letters Conference: B. N. Mills, secretary, Bankers Life Co., "Correcting Mistakes in Planning the Letter"; Alta Gwinn Saunders, University of Illinois, "Correcting Mistakes in Craftsmanship"; Hale Nelson, advertising manager, Southwestern Bell Telephone Co., "Correcting Mistakes in Attitude."

Sept. 28, morning, marketing conference: This will be a round table discussion of sales and advertising problems arising out of the National Recovery Act.

Sept. 28, afternoon, advertising salesmanship: Joseph C. Gries, vice-president, Manz Corp., "The Organized Basis of Approach in Selling Direct Mail"; E. M. Oren, advertising manager, United States Gypsum Co., "Fallacy of the Competitive System of Buying Direct Mail."

Industrial advertising: H. W. Stoetzel, advertising manager, Republic Flow Meters Co., "Reaching Executives through Direct Mail"; Ralph Leavenworth, general advertising manager, Westinghouse Electric & Mfg. Co., "How Direct Mail Can Be Used Effectively with Publication Advertising"; Forrest U. Webster, advertising manager, Cutler-Hammer, Inc., "How Industrial Advertising Executives Are Meeting Today's Marketing Challenge."

Retail advertising: Dr. Alfred P. Haake, managing director, National Association of Furniture Manufacturers, "Making Merchandise Move at Recovery Act Prices"; Marshall B. Cutler, advertising manager, J. B. Smith Shoe Co., "How Direct Mail Can Be Made to Defeat Price Cutting."

Direct selling: E. G. Borton, director of advertising, La Salle Extension University, "Testing—the Key to Successful Mail Selling"; J. C. Staehle, office manager, Chicago Mail Order Co., "Plus Profits from Your Mailing List"; M. B. Salisbury, vice-president, Postal Life & Casualty Insurance Co., "Mail Selling Tests You Should Make in Your Business."

Sept. 29, morning general session: Charles J. Crockett, sales counselor, "The Advertising Appropriation—How to Apportion It"; F. R. Pierce, sales manager, Frigidaire Corp., "How Frigidaire Uses the Mails to Build Business"; Clyde Bedell, advertising counselor, "Catalog Copy Writing and How It Makes for Success or Failure."

Afternoon general session: Harry N. Batten, vice-president and copy director, N. W. Ayer & Son, Inc., "Writing Advertising Copy to Fit Changing Conditions"; J. L. Frazier, editor, *Inland Printer*, "Increasing Returns by Stepping Up Paper Quality."

The Mail Advertising Service Association will hold its annual convention on the two preceding days, September 25 and 26.

Contest Introduces New Davol Product

To introduce its new water bottle, the Davol Rubber Company, Providence, R. I., is conducting a contest, offering \$250 in cash prizes. The campaign is being announced in full-page space in drug trade publications. Retail and wholesale druggists also are receiving folders and consumers are being informed directly by means of a circular in each Davol nipple.

The contest will close March 31, 1934 and will center around a special deal in which merchandise is grouped to stimulate sales of water bottles, fountain syringes and nipples.

The Davol account is being handled by the United States Advertising Corporation, New York.

D. M. A. A. Nominates

The Direct Mail Advertising Association, at its annual meeting to be held in Chicago from September 26 to 29, will elect five new directors. While nominations can be made from the floor, it is anticipated that the selections of the nominating committee will be elected. These are: Eliot L. Wight, United States Envelope Co., Springfield, Mass., representing envelope suppliers; Raymond Winger, Addressograph Multigraph Co., Cleveland, representing equipment suppliers; Ben Pittsford, Ben Pittsford Co., Chicago, representing printing trades; Horace Nahm, Hooven Letters, New York, representing letter service, and Hunter Snead, Edwin L. Wiegand Co., Pittsburgh, representing direct-mail users.

If the Egg-Talk Sounded Tall, Consider Talk of Men!

Even Less Believable, Their Remarks in Copy Are Far More Amazing

By Arthur H. Little

RECENTLY, the pages of PRINTERS' INK served as the sounding board for a causerie—conceived, in very truth, less in anger than in sorrow—that examined into the matter of eggs that talk like men.*

Unless a well-known principle of ethics has been repealed, turn about is still fair play; and these later lines are devoted to men that talk like eggs. That is to say, like eggs somewhat addled.

It is to unveil no cosmic secret to point out that for some time, and more aggravatedly during the last few months, advertising has been afflicted with a sort of rash of conversation. Its borders bulge with cartoonists' balloons; and the burden of its discourse boils up in blurbs of dialog that, not to overstate the situation, transcend the credible, over-reach the possible, and practically attain the outrageous.

Let's consider a specimen.

In an automobile advertisement we behold, in the foreground, two men. In turn, the two men are beholding a motor car. And the motor car, in its turn, is turning over.

We glimpse the careening thing as it hurtles over the brow of a hill. Its forward wheels, dizzily spinning as they clutch at empty air, hang insanelly askew amid a torn-up fog of flying earth. Its middle and its rearward part, dimly seen as the torso of a monster in a nightmare, seem twisted sideways, as if the monster, wrenched in the agony of its impending dissolution, had snapped its own spine.

Shortly, in just about the time that it would take a normally horror-stricken onlooker to pop open his speechless mouth, something is

going to happen to that automobile that only a Hemingway, knee-deep in the salty words of "Death in the Afternoon," could adequately describe.

Shortly, something is going to happen here that will make the landscape look all different.

Shortly, there will ensue a cataclysmic smash that will joggle the far-off Andes and churn up tidal waves that will drown thousands of South Sea Islanders.

All Members of the Yessers Club

And what of our two witnesses?

One of them—and undoubtedly he has just stifled a yawn—observes: "The Oomph is a splendid car!"

The other, yessing his companion as only advertising characters yes each other—and adding, characteristically, a thought or two of his own—says, approximately, this:

"Yes, and when you consider that its Features include Free Wheeling so Free that You Can't Tell Uphill from Down, Peach-Bloom Upholstery, 19 Crank-Shaft Bearings with Two of Them Hidden under the Gas Tank, Zipper Ventilation, and the New and Exclusive Morning-Breeze Transmission, and that the Price is only \$517.20 f. o. b. Detroit with No Extras to Pay For and Pay for it Out of Income if you Prefer, then you Must Admit that the Oomph is the Best Possible Buy for the American Family under NRA and the Star Spangled Banner in the Low-Priced-Car Field."

And then Santa Claus, in the uniform of a street-car conductor, came galloping along on a snow-white camel, with Greta Garbo and Ramsay MacDonald riding on the rumble-seat hump behind him, all gaily on their way to see Joe Cook go over Niagara Falls in a beer

*"When Products Burst into Speech"; PRINTERS' INK, July 20, 1933, page 62.

barrel, with Graham McNamee sitting on top of the barrel and broadcasting a bump-by-bump description.

That added feature I thought up myself, with the idea of contributing a touch of consistency.

If I may be so impolite as to point, it seems that this onset of remarkable talk has broken out rather concentratedly among the engineers.

When they aren't standing around on proving grounds and watching motor cars disintegrate with loud reports and then saying nice things about those motor cars in a few hundred well-chosen words liberally dressed-up with capitals, the engineers are huddling behind boilers in factories, or riding up and down in freight elevators, or climbing around among flying belts and whirring pulleys—and still carrying on.

And How They Talk

One of them is always the feeder. Electrically, he's the exciter. I suspect that he always knows exactly what to say to start something; but I surmise, quite confidently, that the result would be the same no matter *what* he said.

For example, let the exciter remark that up his way there's been a lot of rain lately, and the other fellow will balance himself by hooking a knee over the hand-rail of a scaffold so as to free both hands for gestures, transfix his companion with a pointing pencil—and these engineering conversationalists seem fairly to bristle with pencils—and deliver an address somewhat as follows:

"Yes. But in OUR Plant, we've licked the Weather by Installing a Sahara Climatizer. It's the Triumph of Science in Atmosphere-and-Profit-Control. At First, we Hesitated, for our Management is Conservative, and before we Made the Move we Investigated Carefully. Then we Installed the Complete Sahara Service. We have Saved 64.2 per cent on our Fuel Expense and Boosted our Production Chart-Line so high that we've had to Carry the Line out a Win-

dow and Run it Up the Water Tower."

The language may not be verbatim; but the tenor is typical.

Apparently, the variations are infinite. For instance, suppose the feeder should start off with something that sounds no more sinister than small-talk.

Suppose, for instance, he should say something about slubs. I don't know exactly what slubs are; but I know they're an evil encountered in textile mills.

Suppose, then, the feeder should say:

"My grandfather, up in Lawrence, used to say that the only way to get slubs out of worsted roving was to pick them out by hand."

And I know that in answer to that innocent reminiscence, his companion would smile—they're nearly always smiling, these word-ful talkers-in-advertising, but their smiles, you may be sure, are disguises of ulterior purposes—his companion would smile and say:

"Yes. My Grandfather Thought so, Too. But Slub-Picking is NOT the Modern Way of Progress. In Our Plant"—and you can be certain that he'll always get around to *his* plant—"we have Installed a Four-X Combination Slub Dissolver and Slub Skimmer. It Runs on the Steam that We Used to use to Heat the Slub-picking Department in Winter. Furthermore, with our Newly-Improved Four-X Slub-Skim Solidifier, we now Compress the Slub-Skim into Bricks and sell it to the Building Industry at a Monthly Profit of \$739.11."

If It's True It Should Sound That Way

Now, what these talkative individuals say may be as true as gospel. The facts they give off so freely may be as factual as the Facts of Life, and the figures they retail may be as immutable, unto four places of decimals, as a page of logarithms. But do they *sound* true? Ignoring the more basic questions of whether they sound sensible, or even sane, do they sound as if their putative speakers ever would say such things?

In one of his books on fiction

writing, devotes matter of edited *A* high a p came to reptitious big-league sided pro colleges. manuscripts bad. Th their au went, the letters of why the

Rather would your sto quite be

Where author, ing caup sistency,

Truth, S Than F

"Appa yours people b story y didn't se on fact tually ha

Then Mr. Ho again—j book, th believe it that i acceptab itself, w not only also mo

I hav articulat neers; rent epi specter classes

Over are to of ad about th mowers their bu commut bridge across their al tric wa

writing, Arthur Sullivan Hoffman devotes careful attention to the matter of credibility. Mr. Hoffman edited *Adventure*—edited it into so high a position of prestige that it came to be read, and not too surreptitiously, by bank presidents and big-league business men and sober-sided professors of universities and colleges. Mr. Hoffman read many manuscripts, most of which were bad. The bad ones went back to their authors. Sometimes, as they went, they were accompanied by letters of explanation, pointing out why they were unsuitable.

Rather often, such an explanation would specify: "We cannot use your story because it doesn't seem quite believable."

Whereupon, the unsuccessful author, bitterly triumphant at having caught an editor in an inconsistency, would write back:

**Truth, Stranger
Than Fiction**

"Apparently, you forget that yours is a fiction magazine. Do people *believe* fiction? Anyway, the story you sent back because it didn't seem believable, *was founded on fact!* Every incident in it actually happened!"

Then it would be necessary for Mr. Hoffman to explain by letter—again—just as he explains in his book, that although readers do not believe fiction, they do demand of it that it establish and maintain an acceptable illusion; and that truth itself, when it is ineptly framed, is not only stranger than fiction, but also more untruthful.

I have said that these newly articulate talkers are mostly engineers; and they are. But the current epidemic of chatter is no respecter of professions, or even of classes of society.

Over their back fences—if we are to see society through the glass of advertising—neighbors talk about their automobiles, their lawnmowers, their fountain pens, and their bunions. On railroad trains, commuters, foregoing even their bridge and their pinochle, talk across the aisle to strangers about their alarm clocks and their electric washers and their garden hose.

Are all these subjects that normal men discuss? Admittedly, they are. Admittedly, possession or achievement sometimes inspires men to brag. But not even a braggart will talk about his new watch as if he were a blue-and-gold booklet just issued by the watchmaker's sales-promotion department. He will not because he cannot. And he cannot because he just doesn't know enough about the subject.

An engineer looks goofy when, in an advertisement, he takes time out to tell a visitor in a rolling mill all about how a cog-wheeled dinkus that has just been enthroned in the timekeeper's coop has all but revolutionized the business. But I submit that a layman consumer looks even goofier when, wrestling with the soul of a fellow citizen in the interest of the Pluto Little Giant Automatic Water Pump for Country Homes, he flaunts more technical knowledge of the Pluto's insides than has been vouchsafed to the man by whom the Pluto was made.

Of course, there is the type of idiot called cheerful. Except when it threatens to bore a listener into a premature grave, that type is virtually harmless. But there is another type of advertising talker; and out of that type I have spotted a specimen that, on first thought, I considered promoting as my candidate for the post of Public Enemy No. 1. However, mature consideration suggested a better idea and one that—as I shall disclose later—is much jollier.

**Friend Wife Is
Taken for a Ride**

As I write, he lies here before me in black and white. He presents himself, not only in dialog, but also in pictures—a whole series of pictures. The story is that he's taking his wife for a ride.

Except for one or two deletions in which—although I don't know why I should!—I shall elide the product name, I shall set down verbatim the utterances of this bagpipe as, without let-up from beginning to end, he harangues his wife. The asterisks will indicate

transition from picture to picture—and from speech to speech! Remember, please, that *he* is talking all the time.

"Well," he says, "you don't have to urge *me* to go for a spin since we got this new —. For the first time in my life, I've found a car that I really enjoy driving. * * *

"I really bought this car because of its advanced style. I thought it would stay modern for a long time. I never dreamed it was such a *performer*. * * *

"Did you see how easily we got out in front of those cars? I didn't try at all, or I could have made those fellows think *their* cars were glued to the ground. * * *

"*Here's* what gives *me* a kick! You see an opening in the traffic line, and you cut into it without any effort at all. Some pick-up, believe me! * * *

"I used to dread this hill every time we came out this way! But *this* car just floats without even so much as an extra push on the accelerator! * * *

"This is the place to tell whether a car has balance! I'm taking this curve at better than sixty miles an hour, and there's no pull on the steering wheel at all. * * *

"Even going down hill at a fast clip, I still know that I have this car under perfect control. * * *

"Say—we've passed eighty, and there isn't any whip or weave at all! I believe I could drive this fast all day without any extra strain on my nerves. * * *

"Well, I bet *that* fellow wondered what passed him! I could tell from the look in his eye that he had his

throttle right down against the floor! * * *

"I didn't see that sign until it was too late." [Author's note: The sign reads: "SLOW—Concrete ends."] "But a rough road doesn't seem to make any difference. I never saw a car so comfortable on the rough going. * * *

"What ho! A rain! So here's where we make another test of the — Ventilating System. No rain getting in—yet plenty of fresh air. * * *

"So—here we are, back home. In the past, I'd have been tickled to death to be home. But with *this* car, I wish we were just starting. I'm an — fan."

There, it seems, his talking ceased; and I believe that it did, and for a long, long time. Although I'm often beset by doubt, I still believe that we live in a world more or less automatically compensated as to justice. Without any doubts whatever, I still believe in American womanhood. I know that the average American wife, seeing her duty to herself and to society, can be depended upon to do the right thing. On the basis of that confidence, I should like to supply a closing chapter. Mentally, I can see it chronicled in the columns of a newspaper—

"J. Tradewind Guff, of Ends Well Avenue, was shot and killed yesterday afternoon by his wife. The Guffs had just returned from a ride in a new automobile. 'Yes,' Mrs. Guff, who before her marriage was Emily Prudence Turniglane, told the police, 'I shot him. He talked me into it.'"

Hobson Buys Country Weekly

Frank H. Hobson has resigned as New York manager of the Woodward & Tiernan Printing Company, St. Louis. He has purchased the Farmingdale, N. Y., *Post*, country weekly, with which he becomes actively identified on September 15.

Joins Bauer & Black

F. D. Slaton, for several years on the creative staff of Vanderhoof & Company and, prior to that, with Henri, Hurst & McDonald, Inc., has joined the advertising department of Bauer & Black, Chicago.

New Washington Business

McNally & Smyth, Inc., is a new advertising business organized in Washington, D. C., with offices in the Star Building. James J. McNally, president, at one time was in charge of advertising for the Potomac Electric Power Company. Dwight G. Smyth formerly was a market analyst with several stock exchange firms.

Hercules Introduces Herco

The Hercules Powder Company, Inc., Wilmington, Del., is introducing a new product called Herco. It is to be used for sunburn and minor foot irritations and as a mosquito repellent.



The simply can't live.. **WITHOUT NEW THINGS!**

**NEW CLOTHES.. NEW MOVIE IDOLS...
NEW MAKE-UP IDEAS.. NEW FASHIONS**

New Things Claim
\$419,000,000
From Her Each Year!



2c

per Customer...
For a Whole Year!

\$1.70

The Lowest Page Rate
Per Thousand to Reach

**A MILLION
WOMEN BUYERS**

—She can't bear to be one minute behind styles. She's young—ardent—eager for romance, glamor, luxury. She has money to spend—and she wants the new things, whether fashions, cosmetics or movies—that means romance to her.

—She represents the million young women readers of Fawcett Women's Group. 81% of them are wage-earners or wage earners' wives. Averaging 25, they're at an age when they "simply have" to have things. That's why they spend a total of \$419,000,000 a year—\$419 apiece—just for things for themselves, like dresses, beauty items, jewelry, silk hose—from 2 to 5 times as much as the average woman spends!

—Yet it costs only 2c apiece, to reach each of these girls twelve times a year, with full pages—less than that in smaller space—in the magazines they buy, 96.13% of them, on the news-stands, voluntarily each month.

—Write us today. Let us tell you about this market, and show you what other shrewd, market-wise advertisers have done. Just a line will bring the whole story.



Fawcett Women's Group

FAWCETT PUBLICATIONS, INC.

Minneapolis Chicago New York Los Angeles San Francisco



first PAID

10,000 new subscribers have sent to print or checks to MoToR in the past eight months growing

The percentage of renewals is the unusual DERSHIP published. at effective

Subscriptions in arrears . . . None. medium.

MoToR Automobile



PAID CIRCULATION

nt to print order for September was 58,300
mon growing steadily month by month.

nusu **LEADERSHIP** in Paid Circulation is definitely
blished. And **LEADERSHIP** means the
st effective and economical sales
dium.

Automotive Business Magazine

184 Companies Report for First Six Months of 1933

Improvement Reflected in Profit-and-Loss Statements of 106 Advertisers for First Half of This Year

Company	1932	1933
Addressograph-Multigraph Corp.	\$ 243,464	\$ D94,902
Ainsworth Manufacturing Co.	D7,625	30,003
Airway Electric Appliance Co.	D181,169	D87,365
Allegheny Steel Co.	D537,163	150,980
Allis-Chalmers Manufacturing Co.	D1,805,898	D1,658,907
American Chiclé Co.	951,242	823,386
American Commercial Alcohol Corp.	244,405	133,109
American Home Products Corp.	1,450,042	1,156,683
American Laundry Machinery Co.	261,493	D688,527
American Maize Products Co.	208,501	462,476
American Rolling Mill Co.	D961,229	D659,325
American Safety Razor Corp.	304,802	317,712
American Telephone & Telegraph Co.	75,290,881	66,114,509
American Thermos Bottle Co.	13,723	22,202
American Woolen Co.	D6,810,561	197,700
American Writing Paper Co.	D246,615	D237,965
Armstrong Cork Co.	D557,611	1,070,284
Art-Metal Construction Co.	D264,771	D111,718
Associated Apparel Industries	D163,790	D94,444
Associated Oil Co.	1,358,477	529,086
Atlantic Refining Co.	3,184,824	D1,001,659
Atlas Powder Co.	D154,398	129,257
Auburn Automobile Co.	D144,028	D1,109,557
Bayuk Cigars, Inc.	D124,328	348,716
Beech-Nut Packing Co.	961,712	744,645
Belding Heminway Co.	D252,621	167,017
Bendix Aviation Corp.	D52,126	549,386
Bigelow Sanford Carpet Co.	D969,485	D130,776
Bohn Aluminum & Brass Co.	D73,964	609,904
Bon-Ami Co.	534,905	543,977
Brillo Manufacturing Co.	57,671	78,416
Brunswick-Balke-Collender	D582,920	D402,122
Budd Manufacturing Co., Edward G.	D854,487	D303,550
Bush Terminal Co.		18,575
Caterpillar Tractor Co.	D419,945	D470,766
Celotex Co.	D573,747	D558,781
Certain-teed Products Corp.	D840,713	D729,910
Chrysler Corp.	D880,432	4,747,534
Cluett, Peabody & Co.	D284,321	82,619
Coca-Cola Co.	6,123,537	5,160,791
Colgate-Palmolive-Peet Co.	1,030,711	765,121
Colorado Fuel & Iron Co.	D1,194,469	D1,554,460
Congoleum-Nairn Co.	367,297	1,012,224
Congress Cigar Co.	139,329	D136,043
Consolidated Cigar Corp.	540,251	113,321
Continental Baking Corp.	1,474,741	1,126,672
Continental Motors Corp.	D1,026,660	D1,432,917
Continental Oil Co.	D256,502	D4,960,969
Corn Products Refining Co.	4,153,381	5,188,729
Cream of Wheat Corp.	667,213	535,188
Curtis Publishing Co.	4,978,728	1,500,726
Curtiss-Wright Corp.	32,358	428,073
Cutler-Hammer, Inc.	D444,747	D201,616
Devoe & Reynolds Co.	13,548	48,629
Du Pont, E. I., de Nemours & Co.	14,202,421	14,455,258
Durham Hosiery Mills	41,280	D5,368
Eagle-Picher Lead Co.	D633,027	499,286
Eastman Kodak Co.	3,731,615	4,348,624
Electric Auto-Lite Co.	1,098,514	316,012
Endicott-Johnson Corp.	D4,580	855,184
Eureka Vacuum Cleaner Co.	18,420	24,726
Fairbanks, Morse & Co.	D997,849	D1,026,250
Federal Motor Truck Co.	D298,638	D182,707
Field & Co., Marshall	D6,401,100	D2,375,400
Firestone Tire & Rubber Co.	1,639,739	D1,575,917
Florsheim Shoe Co.	3,740	178,338

Company	1932	1933
Follansbee Bros. Co.	\$ D616,098	\$ D346,642
Fyr-Fyter Co.	D22,201	D28,827
Gabriel Co.	D49,261	D8,442
General Baking Co.	2,114,731	1,022,153
General Cigar Co.	783,933	441,057
General Electric Co.	7,653,188	4,666,081
General Foods Corp.	7,889,100	6,342,562
General Motors Corp.	15,019,404	48,068,176
Gillette Safety Razor Co.	3,283,785	2,232,826
Goodrich Co., B. F.	D710,821	870,577
Goodyear Tire & Rubber Co.	50,509	560,951
Gotham Silk Hosiery Co.	62,765	D207,922
Graham-Paige Motors Corp.	D249,797	23,627
Hercules Powder Co.	300,216	893,050
Hershey Chocolate Co.	2,743,824	1,991,023
Heywood-Wakefield Co.	D590,766	D386,696
Houdaille-Hershey Corp.	D99,987	D32,637
Household Finance Corp.	1,940,232	1,790,715
Hudson Motor Car Co.	D3,132,250	D1,326,465
Hupp Motor Car Co.	D1,480,187	D781,432
Indian Motorcycle Co.	D43,981	D44,241
International Business Machines Corp.	3,542,117	2,902,012
International Cement Corp.	D759,241	D253,157
International Nickel Co. of Canada	D93,255	1,862,888
International Products Corp.	D245,728	D259,051
International Salt Co.	174,517	142,374
International Shoe Co.	3,206,251	3,114,673
International Silver Co.	D863,663	D412,650
Johns-Manville Corp.	D1,514,878	D861,595
Kelly-Springfield Tire Co.	57,101	D744,267
Kendall Co.	17,083	196,623
Kimberly-Clark Corp.	411,860	311,511
Lambert Co.	2,568,384	1,288,967
Lehn & Fink Products Co.	629,372	314,540
Libby-Owens-Ford Glass Co.	48,130	2,157,083
Lindsay Light Co.	30,157	11,827
Long-Bell Lumber Corp.	D2,685,609	D1,695,574
Loose-Wiles Biscuit Co.	791,270	764,910
Mack Trucks, Inc.	D516,943	D482,110
Maytag Co.	22,187	76,211
McCall Corp.	892,108	767,094
McGraw-Hill Publishing Co.	D129,735	D108,758
McQuay-Norris Manufacturing Co.	210,450	211,690
Mead Johnson & Co.	539,386	441,351
Melville Shoe Corp.	410,959	465,823
Minneapolis-Honeywell Regulator Co.	D230,619	D104,979
Mohawk Carpet Mills, Inc.	D582,782	31,520
Monsanto Chemical Works	534,221	838,947
Moto Meter Gauge & Equipment Corp.	D216,733	16,227
Mullins Manufacturing Corp.	1,353	D174,357
Munsingwear, Inc.	D788,031	D246,339
Murray Corp. of America	D1,134,333	D477,346
Nash Motors Co.	534,208	D279,605
Nast Publications, Inc., Condé	153,921	D221,935
National Biscuit Co.	8,499,996	6,498,425
National Cash Register Co.	D965,179	D599,772
National Dairy Products Corp.	6,969,625	5,153,603
National Enameling & Stamping Co.	D216,892	D34,760
National Lead Co.		1,698,352
New Jersey Zinc Co.	1,078,999	1,370,380
Noblitt-Sparks Industries, Inc.	D223,904	25,707
Packard Motor Car Co.	D2,513,127	D1,109,870
Parker Rust-Proof Co.	228,826	237,489
Penick & Ford, Ltd., Inc.	274,409	697,590
Pet Milk Co.	D119,848	373,796
Phillips Petroleum Co.	D812,492	D5,324,588
Phillips-Jones Corp.	D437,021	94,267
Radio Corp. of America	219,405	D1,268,211
Raybestos-Manhattan, Inc.	D117,600	229,397
Real Silk Hosiery Mills	D173,900	D8,786
Reo Motor Car Co.	D1,340,181	D762,944
Republic Steel Corp.	D5,221,118	D2,929,019

Company	1932	1933
Revere Copper & Brass, Inc.	\$ D615,214	\$ D224,390
Ritter Dental Manufacturing Co.	D192,620	D105,617
Savage Arms Corp.	D140,465	D181,781
Scott Paper Co.	431,126	383,667
Sharp & Dohme	311,671	271,632
Shattuck Co., Frank G.	413,324	D35,913
Shell Union Oil Corp.	D2,935,426	D14,105,387
Simmons Co.	D1,248,883	D289,179
Skelly Oil Co.	D43,521	D2,382,752
Standard Brands, Inc.	8,005,959	6,747,199
Standard Oil of Calif.	6,916,544	1,199,414
Stewart-Warner Corp.	D1,023,933	D847,117
Sun Oil Co.	2,030,918	1,138,983
Thermoid Co.	D80,970	409
Thompson Products, Inc.	D13,251	144,019
Tide Water Associated Oil Co.	2,099,700	174,354
Timken Roller Bearing Co.	417,520	653,393
Trico Products Corp.	600,604	538,772
Truscon Steel Co.	D533,040	D352,217
Underwood-Elliott-Fisher	D145,687	300,102
Union Carbide & Carbon Corp.	4,236,437	4,301,210
Union Oil Company of Calif.	1,500,000	200,000
United American Bosch Corp.	D470,529	D34,915
United Biscuit Co. of America	462,443	417,247
United Fruit Co.	3,735,000	5,073,000
U. S. Gypsum Co.	963,789	831,541
U. S. Hoffman Machinery	D460,240	D189,159
U. S. Industrial Alcohol Co.	32,967	299,155
U. S. Playing Card Co.	151,917	50,400
United States Rubber Co.	D5,028,399	D3,419,304
U. S. Steel	D33,670,722	D25,357,638
Van Raalte Co.	D224,700	66,114
Walworth Co.	D481,428	D752,672
Ward Baking Corp.	517,573	331,866
Webster-Eisenlohr, Inc.	D180,017	D179,876
Western Dairy Products Co.	37,411	D177,143
Westinghouse Elec. & Mfg. Co.	D3,202,127	D5,570,016
Wheeling Steel Corp.	D1,509,461	D320,276
White Motor Co.	D1,427,707	D1,867,900
White Rock Mineral Springs Co.	422,133	258,971
White Sewing Machine Corp.	D904,515	D329,347
Worthington Pump & Machinery	D1,098,001	D636,114
Wrigley, Wm., Jr., Co.	4,007,720	3,893,828
Yale & Towne Manufacturing Co.	D338,578	D189,417
Youngstown Sheet and Tube Co.	D6,346,597	D5,680,962
Zonite Products Corp.	391,175	230,588

Succeeds Tomlinson at Doremus Agency

Everett T. Tomlinson, Jr., has resigned as president of Doremus & Company, New York advertising agency. William H. Long, Jr., has been elected chairman of the board, and G. Munro Hubbard, president.

It is stated that Mr. Tomlinson will continue to have an interest in the agency and that he will devote part of his time to it in an advisory capacity. He joined the agency in 1919 and had been president since the death of C. W. Barron in 1928.

Mr. Long has been with Doremus since 1919 and has been a vice-president for many years.

Mr. Hubbard is chairman of the board of J. G. White & Company, which position he will continue to hold.

Walter H. Burnham, who has been secretary of the Doremus agency, becomes vice-president. R. E. Williams continues as treasurer.

Japanese Plan Co-operative Campaign on Silk

The silk industry of Japan is planning to conduct a three-year advertising campaign to increase the consumption of its products in the United States. Plans call for the expenditure of 1,000,000 yen annually, the equivalent, at current exchange rates, of about \$550,000. Announcement of the plans was made by Senator Gosuke Ima, chairman of the Japanese silk delegation which is visiting the United States and which was tendered a luncheon at New York last week by American silk interests.

Directs Richardson Sales

H. A. Wilson has been appointed sales manager of the Richardson Rod & Reel Company, Chicago. He succeeds E. P. Hoyle who has been appointed secretary of the Associated Fishing Tackle Manufacturers.

NRA Can Help Individuals Only as It Helps Nation

It Should Not Be Looked at, for Example, Wholly from an Advertising
Standpoint, This Agent Believes

By Louis F. Cahn

President, E. Lyell Gunts, Inc.

WHAT I object to is looking at the NRA movement from the standpoint of the advertiser or advertising agency. It so happens that most advertising folks find that this law holds promise for them and their business. But I maintain that we must look at the Recovery Program from the standpoint of American citizenship and not from that of our individual industry.

For once we must get away from thoughts of self, and honestly examine this movement with a view of determining what it is going to do to the economic structure of the United States.

In other words, if it is going to benefit the nation, it is a *good* movement, even if it should entail evil days for the advertising profession. And if it is going to work harm to the country, it is *bad*, even if it proves a bonanza to advertising men!

I'd like to see a publication like *PRINTERS' INK* examine the Recovery Program from the national viewpoint. I'm sick and tired of getting the "big business viewpoint"; of reading the "hat industry's reaction"; of getting the wails or the chortles of textile men; of reading editorials in my daily newspaper explaining why newspapers are "different" and thus not subject to the laws that are heartily approved for other industries.

Irrespective of how the NRA affects the advertising business as a whole, or my business in particular, I'm *for* the Recovery Program.

Here's why:

1. No industry, no individual business can long succeed if the nation as a whole fails to prosper.

2. The logical application of the "laissez-faire" doctrine—of letting

business run itself—has in twelve years steered a course of selfishness tending inevitably toward destruction.

3. All efforts by businesses acting individually have made the situation successively worse, irrespective of the fate of the individual business.

4. Business, having failed to do the job, some outside force must do it.

5. There is no outside force in which we have confidence other than the Federal Government.

6. The Federal Government, having been empowered—nay, entreated, by the electorate of the nation to step in, must have its fair chance to succeed, where privately controlled industry has failed—or else, chaos!

7. Having reasoned, thus far, let us now examine the economic basis on which the Recovery Program is built and see (not from the viewpoint of our own bank account or from the standpoint of our own industry, but as American citizens) if these basic principles are sound.

8. First principle is that purchasing power is the keystone of business progress. Certainly sound.

9. Second principle is that purchasing power must come from the masses—the producers—the 89 per cent of our people who make things or grow things. Equally sound.

10. Third principle is that the only way to increase such purchasing power is to set minimum wage scales and maximum working hours (by law, if necessary) so that, (a) those people who work may earn more, and (b) more people may be employed. No objection!

11. Fourth principle. Restrict the "unfair" but hitherto legal methods whereby the strong

squeezed the weak and those who had power used the power as a force for personal gain rather than national gain. Now the shoe begins to pinch—but the principle is sound. A hasty glance at the alternative will confirm the soundness of the principle. What good is a chain of 10,000 stores if the stores have no customers? What good is a bank account if the bank "busts"? What good are gilt edge securities if the bonds default? What good are estates, and skyscrapers, and palaces, and yachts, if 100,000,000 starving men and women determine to exercise the might of numbers and violence, as the might of money has hitherto been exercised?

12. Assuming now that the Program is based on four sound principles and that the Federal Government has been empowered to act—no industry, no individual must hamper those actions because its own selfish interests are threatened! If the Federal Government had a right to tell me to risk my life as a soldier in 1917, it certainly has a right to tell me to risk my dollars in 1933. It also has the same right to command the dollars of Mr. Automobile Manufacturer, Mr. Clothing Manufacturer, Mr. Oil Producer, Mr. Steel Magnate, Mr. Banker and Mr. Financier, as it had to commandeer the life blood of Mr. Jones, Mr. Smith, Mr. Cohen and Mr. O'Brien!

13. Any exceptions? No! My

mother in 1917 thought that it was right to send other men to war, but not me. Every other mother, every other wife thought the same of her men. But we couldn't win a war by making exceptions, and we can't beat a Depression by making exceptions! Beyond the law and above the law is the principle on which nations are built—in time of emergency, national defense comes ahead of individual safety. And that this is a time of emergency, nobody will deny.

14. Will the Recovery Act work? Undoubtedly increased purchasing power will start an upward spiral of prosperity just as decreased purchasing power started a downward spiral of Depression. It will work if selfish interests and excess profits do not block its natural movement. Will every business be a "good soldier," risk temporary losses,—suffer temporary "confiscation of property" if you call it such—that America may go forward? The answer to that question is summed up pithily and with perhaps sinister import in the old saying "Birds that can sing and won't sing, must be made to sing!"

Let us hope that the great American aristocracy of business will not wait for the "draft"!

Thus I sum up the reasons why I favor the Recovery Program. If my business—the advertising business—prosper this year and next, I'll be happy. But I know it cannot ever prosper if there is no one to buy and no one to advertise to!

New Montreal Business

W. P. Tuttle has established his own business at Montreal as marketing and advertising counselor. He was, for ten years, president of the Ronalds Advertising Agency at Montreal.

Rheingold to Hanff-Metzger

Liebmann Breweries, Inc., Brooklyn, N. Y., Rheingold beer, has appointed Hanff-Metzger, Inc., New York advertising agency, as its advertising counsel.

Death of J. K. Walbridge

John K. Walbridge, for more than thirty years publisher of *The Saratogian*, Saratoga Springs, N. Y., died at that city last week, aged sixty-five.

Leigh with Paris & Peart

Douglas B. Leigh, has been appointed by Paris & Peart, New York advertising agency, to assume charge, under E. J. Cogan, space buyer, of outdoor advertising. Mr. Leigh was formerly with the General Outdoor Advertising Company.

Changes in Montreal Agency

Russell C. Ronalds, who has been vice-president, has been elected president of the Ronalds Advertising Agency, Ltd., Montreal. E. M. Putnam, secretary, has been elected vice-president.

Kelly-Smith Adds to List

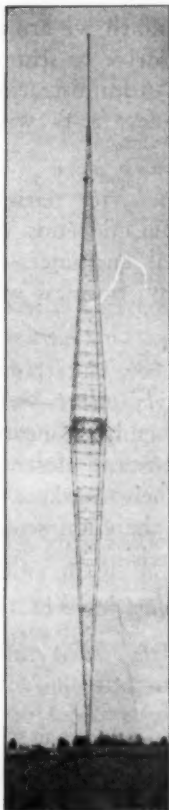
The Johnstown, Pa., *Tribune* has appointed the Kelly-Smith Company, publishers' representative, as its national advertising representative.

"We consider the broadcasting campaign over



to be a Sensational Success!"

says Norvin H. Reiser, President, Reiser Co., Inc., makers of world-famous Venida Products for Hair Beauty



TN view of the fact that the middle west has been our weakest territory, together with the fact that we were introducing two new products in highly competitive fields, we consider the broadcasting campaign over WLW in Cincinnati a sensational success.

"Without minimizing the points that we consider Venida Oil Shampoo and Venida Waveset superior preparations, packaged smartly and priced properly, we must give great credit to radio broadcasting in general and to the work of WLW in particular." This is the statement of Norvin H. Reiser made recently in New York.

Many other radio advertisers have found WLW the answer to the problem of radio coverage in the middle west.

WLW has available a series of current surveys of the midwest market which show the public preference for various products in their particular fields. These are the results of painstaking analysis of replies from thousands of retailers and consumers. Advertising executives may obtain copies of these surveys by making inquiry and stating the kind of product in which they are particularly interested.

AT left is shown the new 831-foot vertical radiator antenna of radio station WLW located at Mason, Ohio. The new 300,000—500,000 watt station will be in operation within a few months—by far the most powerful in the world.

Near the center of the dial



Near the center of population

THE CROSLY RADIO CORPORATION
POWEL CROSLY, Jr., President **CINCINNATI**

"Merchandising"— the Cognoscenti Call It.

About the middle of this month we are to witness a great "publicity" drive to stimulate buying. The Recovery Administration comes to realize that business rests with the consumer.

Good business or bad business, for nation, industry, firm or individual, depends on one thing mainly—the final customers or consumers. If they will buy, business will be good.

In realizing this the N. R. A. is catching up with the *Merchandisingly Alert*—who hold their position of leadership in nearly every industry by their constant alertness toward their consumers, their markets.—An activity referred to by the cognoscenti as merchandising and advertising.

But the *Merchandisingly Alert* have beaten the gun.

In July they increased their advertising over last year in the newspapers of 52 leading cities by more than 1,300,000 lines (says Media Records); and August is running ahead at even a faster pace. In the 5 leading general magazines they

stepped up their effort in August by over 10,000 lines. September will show nearly 11,000.

In the four leading Weeklies, too, the *Merchandisingly Alert* increased efforts to swing the consumer in line with Recovery—over 55,000 lines more in July and 28,000 in August.

They need no call to action—no artifice. Their alertness in merchandising is fundamental and based on hard common sense. PRINTERS' INK has found this to its benefit and success. The largest identified paid circulation among these merchandising leaders has been built solely on their keen interest in the subject.

To an outsider no periodical makes more difficult reading, probably, than PRINTERS' INK WEEKLY or MONTHLY.

But to the *Merchandisingly Alert* there is the one and sufficient reason for their subscription, their money and their interest. That it deals—thorough, authoritative and timely—with this subject all important to them.

Display Installers Organize

REPRESENTATIVES of 190 advertising display installation services, representing 80 per cent of the volume of the industry, met at Chicago last week and organized the National Display Installation Association. The new organization spent the major part of the two-day session in formulating a code of fair competition to be presented to the National Recovery Administration.

Among its important provisions are these:

No member of the industry shall sell to any source any products or services at less than total cost, such cost to include all operating costs, all outside purchases and a prescribed amount for general and sales expense.

No special merchandising services, salvaging of displays or materials (for future use by the advertiser) or other supplementary services shall be contracted for without satisfactory remuneration therefor.

Installations that have had less than a seven-day showing shall not be removed, molested or interfered with.

Every display installation campaign shall be adequately checked as a protection for the advertiser and a guarantee of maintenance of the standards of the industry.

A minimum wage scale which calls for increase of remuneration for trimmers averaging 20 per cent.

Sol Fisher, head of the Fisher

Display Service, Chicago, was elected president.

Other officers are: Vice-president, Albert Basse, Bas-Man Display Service, Boston; secretary, Walter G. Vosler, Cincinnati Display Service, Cincinnati; treasurer, Howard J. Cox, Acme Display Service, New York.

Members of the board include: Orville M. Riechers, Riechers Display Service, St. Louis, and Frederick L. Wertz, Window Advertising, Inc., New York.

Associates of Window Advertising, Inc., also meeting at Chicago last week, unanimously voted continuance of an advertising program stressing the advantages of installed window displays as an advertising medium. The program is to be financed through assessment of all members, instead of by voluntary contributions, as has been the practice previously.

The advertising, according to tentative plans, is to appear in a list of business papers in the merchandising, food and drug fields. Direct mail and continued publication of the association's magazine, *Window Display Advertising*, are also contemplated.

The following were elected members of the co-operative committee, which heads the activities of the Associates: E. Preston Browder, Windo-Craft Display Service, Buffalo, N. Y.; Edward J. Stefan, editor, *Window Display Installation*, Milwaukee; Mr. Fisher, Mr. Vosler and Mr. Wertz.

Librarians to Meet

The Special Libraries Association will hold its annual meeting at the Congress Hotel, Chicago, from October 16 to 18. Members include research librarians from insurance, newspaper, educational, financial and commercial institutions. Colonel Frank Knox, publisher of the Chicago *Daily News*, will address the delegates.

New Publication

Exotic is a new magazine of fiction being published by Exotic, Inc., 1317 Spruce Street, Philadelphia. It will publish short stories translated from foreign periodicals and will be issued bi-monthly.

Test Campaign for Melzo

The Chase Williams Corporation, New York, has appointed the Frank Presbrey Company as advertising agents for "Melzo," a drink in powdered form made partly from ripe bananas. Newspaper advertising in a test campaign will start this month.

Campbell-Sanford Appointed

The Campbell-Sanford Advertising Company, Cleveland, has been appointed to handle the advertising for Keen Shaving Cream, Turpo and Glesco, products manufactured by the Glesner Company, Findlay, Ohio. Radio and newspapers will be used.

Is Your

"W

you were
public?
sider it
easy to
just pro
too stiff

Somev
the ques
advertisi
had been
to some
this fall
suggesti
which w
ble inqu

The a
sort of
had bee
getting
having t
chandise
When h
eagle h
different
like so
different
think ab
ity with
sity for
in the p

He h
rial wh
into a b
first eff
ready t
list of
letter.
covers
friendly
and des
French

The
asking
would
interest
his min
helpful
a stron
used it
tells m
some
upon h
down i

Read It Yourself

Is Your Booklet, Mr. Manufacturer, in Tune with the Changing Times?

By Amos Bradbury

"**W**OULD you honestly be interested in reading that if you were a member of the general public? Would you yourself consider it informative, interesting, easy to read and useful; or is it just professional, lacking sincerity, too stiff?"

Somewhat along those lines was the question asked last week by an advertising agent of his client. He had been called in as a preliminary to some general advertising to run this fall and asked to make the suggestion first of all, on a booklet which was to be sent out to possible inquirers.

The advertiser was new at that sort of thing. For many years he had been going along in his field, getting a price differential, never having to say much about his merchandise except that it cost less. When he signed up under the blue eagle he began to see things in a different light and right now he, like so many others in somewhat different fields, is beginning to think about the public, its familiarity with his trade-mark, the necessity for registering a talking point in the public mind.

He had written out some material which he thought ought to go into a booklet. He also showed his first effort, completely printed and ready to send out to a preliminary list of possible distributors with a letter. Inside its highly colored covers were words, some of them friendly and human, others formal and deadly as a bead wreath in a French cemetery on a rainy day.

The advertising agency man, by asking the manufacturer if he would read his own booklet with interest and with the question in his mind: "Did I receive something helpful from it?" found himself in a strong position. He has since used it on other manufacturers he tells me and has been able to make some helpful suggestions based upon his insistence that a man sit down in his home on an old divan,

or an easy chair, and read his own booklets, the last five he got out.

Most of them will be found as out of date and as uninteresting as a newspaper of two years ago. We are living in fast-moving days. Every hour brings over the wires of the nation and the world new words about new things.

Therefore, those old booklets in full colors with beautiful pictures of pyramids, scenes from far off countries, full of words of guaranteed bargain offers, surprise offers, inserts, lots of pieces of paper and words trite and obvious, are as out of place within the highly colored covers, as a wet dog shaking himself at a garden party.

It seems to me that if a manufacturer will sit down and read his own booklet he will never use such words as "crowning achievement," hundreds of words of description about technical processes. He will get something a little more human, a little more interesting, a little more friendly inside the pages of the booklet which he thinks is going to carry his message over to prospects.

Copy Must Do Trick Regardless of Beauty

The printer can do a fine job and so can the layout man. The engraver can come in and do his stuff, leaving nothing to be desired technically, but when the copy is trite and obvious, full of labored words and uninteresting phrases, the other men who helped make the booklet are put at a tremendous disadvantage.

The wife of a man I know who has a baby eight months old, just received a book which, according to her, was obviously written by a man who never had a baby in his own home. She also showed me one about a stove which was unintelligible in its long words, long paragraphs, involved sentences and confusing arrangement.

Now if a manufacturer would

sit down and read his own booklet before he sent it out, I feel confident that he would get out one more along the lines of that which Sarah Lee sent out for Pepperell. It is one that Mrs. Bradbury has kept for about a year. She is fond of reading it to me when occasion seems to demand.

It says:

Life is simple for men. Have you married one, or are you going to? He gets up each morning prepared to do just one kind of work, and how very, very proud he goes when he learns to do it well. It is a man's world, but think what a woman does. She has to do so many different things. People call her a failure unless she is an obedient daughter, an alluring sweetheart, a loving wife, a wonderful mother, an expert nurse, a clever teacher, a careful housekeeper and an expert purchasing agent for the whole family. After that if she has any spare time she can cultivate her mind, and learn something about art, music, literature, entertaining, social service, politics and current events. It all seems so unfair to me. I have brooded about it for years. But that does no good. So I have now decided to tell women some facts that will help them a whole lot in the hard work of buying things, especially cotton.

Now that I contend and argue is informative, friendly, interesting copy. It certainly makes Sarah Lee stand well with the lady of the house who receives it. Later on in the book she tells the lady that she and any other average woman spend in their lifetime about \$5,500 for cotton things. If they take her advice they can save \$1,833.33.

All through the booklet on every page there is good humor and friendliness. And packed right in with the friendliness and humor there is much helpfulness and useful information. She tells her readers how to choose various weaves, the inside dope about dyes and laundries, how to buy for baby and similar helpful information.

Mrs. Bradbury has saved several

other books along the same style which start off along these general lines: "I do nothing but clean and it seems as though I am never done," wails Mrs. Brown. "I can't understand how Mrs. Johnson with a husband, three children and not a maid in the kitchen can take afternoons and evenings off, find time for anything she wants to do, go to the movies and still keep her home and children spotless and herself looking as though she had just stepped out of a bath. How in the world does she manage?"

That happens to be a book put out by a soap company. Others along the same lines are issued by makers of curtains, linoleum, Cannon towels, the Wall Paper Association, and other alert merchandisers who take the trouble to read their own booklets to themselves and see that they make sense before they wish them on an unsuspecting public.

Selling Job the Definite Purpose

I feel confident that the importance of doing this kind of a job can't be over-estimated. Whether the conversation which goes out is in the form of a letter, a booklet or a piece of advertising directed to the women who buy, it is absolutely wasted unless it talks their language. And unless women start to buy now it seems to me that the whole National Recovery Act program is likely to be held up and in danger.

An economist told me recently that in 1929, the great year of overspending, more than 65 per cent of all the consumer goods and services was absorbed by people with incomes below \$3,000. Now it is my contention that the members of this particular income group, are more careful buyers of merchandise than those in the upper income groups, whose total expenditure is not important enough in the aggregate, to interest manufacturers with mass production methods.

Therefore, the booklet that a manufacturer is interested in reading himself after it is written to his order, has more than an aca-

In
KEE
by
A

Ful
Pla
con
boo
que
you

AM

As Business Improves,

KEEP DISTRIBUTION COSTS IN HAND

by using the **A.W.A. PLAN!**



With business generally moving upward . . . with the government's three-billion-dollar public works program exerting a lift . . . with new jobs created and new purchasing power in action, the volume of goods moving from producer to consumer is increasing.

But beware of increased distribution costs — in serving these suddenly-created markets!

You don't need to establish branch warehouses to serve new territory. With the A.W.A. Plan, you can have all the advantages of expert branch house organization—yet confine your expenses to the actual volume of goods moving.

A.W.A. Warehouses, located in 189 principal American cities, will store and handle your goods just as your own branch warehouses would do. All the usual warehouse functions — storage, repacking, rebilling, car loading and trucking — will be performed by experienced help. Your sales agency will be relieved of the responsibility of supervision over clerical and laboring help . . . permitting your branch manager and his sales staff to concentrate on their proper duty — **SELLING YOUR GOODS!**

You have no lease, no labor pay-roll, no expenses beyond those of handling goods which actually move! Your costs are based on the number of units of your goods that are handled. You pay on a "piece work basis" for goods actually stored or distributed. Such flexibility in controlling costs enables you to make important savings; and relieves you from the enormous cost of a fixed, inflexible branch house overhead.

Full details of the A.W.A. Plan of Distribution are contained in our 32-page booklet, sent free on request. Write today for your copy.



AMERICAN WAREHOUSEMEN'S ASSOCIATION

2090 Adams-Franklin Bldg., Chicago, Ill.

demic interest at this time. For booklets sent to consumers and to retailers in answer to advertising are the salesmen going into the store. They actually, (that is if my experience and if Mrs. Bradbury's is to be any criterion) do far more actual selling than the first publication advertisements themselves.

Therefore, every manufacturer who wants to carry his selling message all the way through, past the jobber's warehouse, the retail store and into the consumer's home which is the only place where his merchandise can make a profit, enabling him to pay high wages and offer short hours, had better sit down and revise his whole philosophy on booklets. Too many of them are stuffy.

My wife and I have been reading over some twenty-five or thirty of them which have to do with helpful hints about home furnishings and the like, and I should say that less than one quarter are as good as they could easily be made if the manufacturer would read them himself, putting himself in the consumer's place.

There seems to me to be some danger that the manufacturer who is willing to overhaul his whole merchandising structure, is likely to overlook so obvious a thing as

the booklet which he sends to the inquirer.

Several manufacturers of my acquaintance admit that the old idea of moving goods into the retail store by whatever hook and crook seemed best at the time, and then making inadequate provisions for moving them out, was poor business policy. They blame themselves for it. They are willing to make drastic and far-reaching changes. Yet some of them are sending out the same type of booklets they would have used three years ago.

So I insist that here is an opportunity and a responsibility for every manufacturer who wants to sell more merchandise for his own sake and for the sake of pushing ahead national recovery on a broad front. Let him not forget the humble booklet. Let him make himself take the proof home, sit himself down in his easiest chair and have his young son or daughter read that booklet aloud to him while he sits there with pencil and paper, jotting down more helpful ideas, better ways of saying what the booklet is trying to get across.

Here is an extremely simple idea but one which may have greater effects than other ideas of management which at first glance seem far more important.

With Minneapolis Agency

Joan M. Rock, Elizabeth Webster Stubbs and Hugh R. Stevenson have joined the Hutchinson Advertising Company, Minneapolis.

Recently conducting her own business as an advertising consultant at New York, Miss Rock was formerly with Standard Brands, Inc., and the *Cleveland News*. She will serve in the capacity of home economist.

Mrs. Stubbs will handle copy assignments on accounts whose products will appeal particularly to women from the standpoint of fashion.

Mr. Stevenson will devote his time to the development of merchandising and sales promotion plans.

New Advertising Device

A new advertising device for store window and outdoor display is being marketed by the Elliott Service Company, New York. Named the Moovad, the device is an electrically operated cabinet which moves a series of advertisements in succession.

Set Date for Annual Packaging Exposition

The American Management Association has announced that its fourth annual packaging exposition will be held at the Hotel Astor, New York, from March 13 to 16. The exposition, together with a series of daily conferences and clinics, will cover consumer marketing, packaging, packing and shipping.

Irwin D. Wolf, chairman of the packaging exposition council, reports that the scope of the exposition has been extended to include everything that, with dignity, pertains to consumer marketing in its broader phases.

New exhibitors will include advertising agencies, market research organizations, publications, and makers of store equipment.

Joins Radioscript

Jack Rogers has joined Radioscript Productions, Los Angeles, as an account executive. He was formerly with station KHJ.

MR. BENJAMIN WAXELBAUM

Announces

the formation of the

WAXELBAUM
Jewish Advertising Service

To render a modern service to advertising agencies and their clients in the Jewish field.

In an organization under his exclusive direction Mr. Waxelbaum will be enabled to carry out the ideal of service which his friends among advertising agencies and their clients have come to expect from him.

Waxelbaum
Jewish
Advertising
Service

PUBLISHERS' REPRESENTATIVES

110 WEST 40th ST.
NEW YORK, N. Y.
PENNSYLVANIA 6-0043

Business Books in Brief

BUSINESS UNDER THE RECOVERY ACT. By Lawrence Valenstein and E. B. Weiss. (McGraw-Hill Book Co., Inc.) This book offers an excellent discussion of the Recovery Act and its effect on the merchandising phases of business. Mr. Valenstein, by his position as head of an advertising agency, and Mr. Weiss, through his experience at PRINTERS' INK, are admirably fitted to write such a book.

In spite of the fact that the Recovery Act has been in effect for several months, business has not had an opportunity to find out what the Act will do, particularly as it affects marketing. Potentially, it presents American business an opportunity to dig itself out of the mire of confusing and conflicting laws.

One of the most interesting sections of the book is that which summarizes some of the handicaps that legitimate business has labored under as it has tried to observe the anti-trust laws and keep in step with the vagaries of the Federal Trade Commission.

The chapter "Advertising and the New Era," in a very few pages demonstrates how advertising of legitimate companies may be unshackled if business leaders are wise enough and prompt enough to live up to their opportunities.

While this is in no sense a textbook, it should serve as an essential handbook for the desk of any executive in these days when the Recovery Act is having such a tremendous influence on American business practices.

* * *

Labor Relations Under the Recovery Act. By Ordway Tead and Henry C. Metcalf. (McGraw-Hill Book Co., Inc.) This book has a peculiar interest at the present time when industry after industry finds its greatest obstacle to the approval of codes in the eternal conflict between capital and labor. As yet business men are finding it hard to realize that organized labor is going to have an increasingly im-

portant voice under NRA rule.

The purpose of the book is best explained in the authors' own preface. They say, "The purpose of this book is as simple as it is important. It aims to supply practical aid to trade associations and to employers concerning improved methods of conducting their labor relations."

"It aims also to show to labor leaders and public-spirited citizens as consumers some of the experiences and difficulties in labor relations which American developments have shown we must cope with, if we are to be realistic and build on socially defensible foundations."

The authors are realists and not theorists which makes their book particularly admirable for reading at the present time.

* * *

Business Letters. By Walter Kay Smart and Louis William McKelvey. (Harper & Bros.) This is one of the most complete textbooks on letter writing that is available to the general public. It discusses almost every type of business letter and although it is elementary in many of its pages—being prepared as a college textbook—much of its other material is interesting enough and challenging enough to make it a worth-while desk book for those whose business calls upon them to write a great many letters.

* * *

Methods and Procedure in Federal Purchasing. By R. J. Monteith and A. S. Burack. (Bruce Humphries, Inc.) Selling merchandise to the United States Government is one of the most complicated and often least rewarded branches of selling. Yet the Government offers manufacturers outlets for millions of dollars' worth of merchandise, particularly today when it is going ahead on a program of public works expenditure which eventually calls for the spending of more than \$3,000,000,000.

The magnitude of the market is well outlined by the authors in their first chapter.

From
ceeds w
of wha
how it
standa
about c
paymen
in all,
cellent
what t
dollar-a

Any
sold or
Govern
of much
informa

A Pri
ies. By
chapters
Baruch
(The B
on the
that it
rounded
Deal' p
While i
is a re
discuss
business
tion. Li
ness bo
days, it
but in a
other
policy.

To b
danger
proporti
of t
offers a

It is i
Recover
the Adm
gram.
other ac
derstood
of thos
summar
of the n
careful

Will
Plans
ing camp
erator, a
hold rub
on the
Corporat
pointed
Hanford
advertisin

From this chapter the book proceeds with a step-by-step discussion of what the Government buys and how it buys it. It reproduces standard purchasing forms, tells about competitive bidding, discusses payments, claims and suits and all in all, gives an admirable and excellent summary of how to tap what the authors call a billion-dollar-a-year market.

Any manufacturer who has ever sold or who hopes to sell to the Government will find this book full of much interesting and suggestive information.

* * *

A Primer of "New Deal" Economics. By J. George Frederick with chapters by Gerard Swope, Bernard Baruch and Donald Richberg. (The Business Bourse.) The blurb on the jacket of this book claims that it is the first "Complete, rounded study of the entire 'New Deal' program and point of view." While it is not quite all of that, it is a rewarding and worth-while discussion of the possibilities for business under the new Administration. Like almost every other business book being published these days, it discusses the Recovery Act but in addition to this it deals with other phases of Administration policy.

To business men who are in danger of getting things out of proportion by too close consideration of the Recovery Act, this book offers an admirable manual.

It is important to realize that the Recovery Act is only one phase of the Administration's economic program. It is closely related with other acts and cannot really be understood without a consideration of those acts. Therefore this summary of the economic theories of the new Administration deserves careful reading.

Will Advertise New Product

Plans are being made for an advertising campaign on the Economy gas generator, a new product that utilizes household rubbish as fuel. It is being placed on the market by the Gas Generator Corporation, New York, which has appointed the New York office of Stewart, Hanford & Frohman, Inc., to direct its advertising account.



in Radio Guide gives you MILLIONS of reader impressions

Figures are boring. So we won't ask you to bear with us while we go into a statistical frenzy in an effort to show you how many times your advertisement in Radio Guide actually will be seen in one week. And we won't resort to the use of the old family factor of 3.2 or 3.8 or what have you. We know you've heard that one before.

However, we do want you to consider that Radio Guide—cramped full of pictures and stories of radio stars and carrying complete broadcast schedules a week in advance—is read and consulted many times each day and night by all members of the family in 150,000 homes.* Then, can you name any other publication that can give you as much advertising action?

Radio Guide

Member

Audit Bureau of Circulations

*Net Paid in U. S. A.B.C. 140,843

Net paid in Canada (not A.B.C.) 11,123

NEW YORK

CHICAGO

345 W. 26th St. 423 Plymouth Ct.

Flat Allowances for Salesmen's Cars Cause Padding

Companies Find They Can Save Money on Expense Accounts by Reimbursing for Actual Operating Cost

By Don Gridley

IN going over a survey made recently for PRINTERS' INK MONTHLY among a number of salesmen's automobile fleet owners I was impressed by the fact that most of the progressive fleet operators are getting away from the flat mileage or by-day allowance system.

Some years ago a sales executive whose name is nationally known said to me, "In some ways I don't blame a salesman for padding an expense account, particularly in boom times. Unfortunately for him, when business gets bad many companies find ways and means of working out expense and quota systems that inevitably cost the salesmen money.

"It is particularly unfortunate for the salesman in times when business is getting better and prices are going up. He then finds himself handicapped by allowances based on low prices. He discovers to his sorrow that he is always forced to lag behind rising commodity prices."

What this sales executive said applies with unusual force to the operation of automobiles, particularly where a company makes a flat day-by-day or per mile allowance.

The survey already mentioned showed case after case in which companies had reduced their allowances markedly over the allowances given in 1929. It is only fair to say that in every case the reductions were justified by the lowered cost of automobile operation. It is true, however, that in several instances the reduction in allowance has outstripped the reduction in car costs. This was pretty clearly indicated by the figures presented by those companies that have made a careful study of operating figures and allow their

salesmen expenses based on actual operating costs.

Perhaps current conditions are the best argument there is for reimbursing salesmen not by flat allowance but according to their actual expenses.

This system has always been fair to the salesmen owing to the fact that no two cars cost the same to operate. I have seen figures of one company which show a difference of as much as 2 cents per mile between the operating costs of two different cars of the same make being used in the same section of the country. Driving conditions were absolutely comparable but because of idiosyncrasies in the car and probably in the driver, one car was more expensive to operate than the other.

Obviously if this company had been operating on a flat allowance system one of the salesmen would have been making money and the other would have been losing it. This is not economically sound nor is it particularly good for the morale of a sales force.

A Definite Fair Allowance Cannot Be Figured

PRINTERS' INK is frequently asked by fleet operators how much they should allow salesmen per mile. Such a request is as impossible to answer as another inquiry that is often made concerning what percentage of the total sales volume should be invested in advertising.

Operating conditions for automobiles differ so greatly in various parts of the country that unless a company is sectionally operated it cannot, in justice to itself or to its salesmen, set up any arbitrary figure. It is only fair to say that some companies, in their efforts to be just, have penalized themselves

Sept.

under
they c
operat
if they
actual

L
tual e
deal
their
modity
enjoy
operat
isfacti
they c
figures

So
work
applic
tion.
possibi
dexes
went u
in mil

Unf
ating
do not
ingly.

The
that t
panies
their
flat m
to sale
system
cessful
cation,
salesm
spend.

Trade

The
tion of
Joliet,
ing and
Kee, pr
Chicago
appointe
cessful
will be

S

Spani
sold th
name of
to two
Barnes
contin
name.

D

Charl
tive of
recently
was hi
seventy.

under an allowance system when they could have saved money and operated much more satisfactorily if they had paid their salesmen the actual cost of car operation.

Large fleet owners who pay actual expenses do not worry a great deal about what will happen to their automobile expenses as commodity prices rise. They may not enjoy paying more per mile to operate cars but they have the satisfaction of knowing that whatever they do pay is based on actual figures.

So far no one has been able to work out a formula which can be applied automatically to car operation. It would be nice if it were possible to watch commodity indexes and as commodity prices went up to allow a similar increase in mileage allowances.

Unfortunately, automobile operating costs and commodity prices do not always go up correspondingly.

Therefore, in spite of the fact that there are a number of companies that are quite satisfied with their system of operating under flat mileage or by-day allowances to salesmen, the most satisfactory system, if the experience of successful fleet operators is any indication, is that of reimbursing the salesmen for what they actually spend.

Trade Group Appoints McKee

The Laundryowners National Association of the United States and Canada, Joliet, Ill., has appointed as its advertising and promotion counsel, Homer McKee, president of Homer McKee, Inc., Chicago. The McKee company has been appointed to direct a campaign for *Successful Farming*, Des Moines. Periodicals will be used.

Spanjer Brothers Sell

Spanjer Brothers, Inc., Chicago, have sold the business conducted under the name of General Displays and Exhibits to two of its former employees, J. F. Barnes and J. O. Reinecke, who will continue to conduct it under the same name.

Death of C. H. Wood

Charles H. Wood, Eastern representative of *Billboard*, died at New York recently of injuries received when he was hit by an automobile. He was seventy-four years of age.

Attention Sales Managers:

WANTED Eastern Products to Sell and Distribute in West

A well-established, strongly financed sales organization with headquarters on Pacific Coast seeks additional Products to sell and distribute. Will finance all operations on straight commission basis. If your Western sales are "spotty" or distributing costs too high, our client should be able to assume complete responsibility and handle entire sales on reduced cost and show appreciable increase in volume. Unnecessary for you to maintain organization in West. Complete coverage of jobbers, wholesalers, dealers—in drug, food, beverage, house furnishing and automotive trades. Interested only in proven merchandise with sales record in East. The market our client covers has been least affected by depression. Eleven Western states; trading area of 15 million people. Our client will only recognize correspondence from principal of established firms. Client invites fullest investigation. Telegraphic inquiries acceptable.

All replies confidential.

THE McCARTY CO.

*Advertising and Sales
Counselors*

1206 Maple Ave., Los Angeles

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by George F. Rowell

John Irving Romer, Editor and President
1928—1933

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHland 4-6500. Vice-President, ROY DICKINSON; Vice-President, DOUGLAS TAYLOR; Sec'y, R. W. LAWRENCE; Treasurer, DAVID MARCUS.

Chicago Office: 6 North Michigan Avenue, GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street, GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. MCKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager. San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy, Canada \$4 plus duty \$2.60 a year. Foreign \$5 a year.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

G. A. NICHOLS, Managing Editor
ROY DICKINSON, Associate Editor
C. B. LARRABEE, Associate Editor
BERNARD A. GRIMES, News Editor

Andrew M. Howe Arthur H. Little
H. W. Marks Eldridge Peterson

S. E. Leith

Chicago: P. H. Erbes, Jr.

London: McDonough Russell

NEW YORK, SEPTEMBER 7, 1933

Too Much Ballyhoo

Several large advertisers who believe in calling things by their proper names express concern to PRINTERS' INK over what they conceive to be the failure of the NRA experiment to live up to its press agent notices. Their attitude, one of wholehearted support in the beginning, is now frankly skeptical. They are wondering if the thing is going to fail after all.

This feeling, which is all too prevalent, has come about, we believe, not through any inherent lack of merit on the part of the great economic experiment. The mischief has been worked because of too much ballyhoo, an excess of emotionalism and flag waving, and rather clumsy Government administration.

The plan in itself is admittedly sound, even though it contains spir-

itual and social values which are not supposed to mix very well with economic values. It is radical, but its radicalism need cause no worry. Orthodox economic procedure will prevail in the end anyway and the chances are more than even that it will be pushed along a bit by NRA.

The bright feature for all advertisers to remember right now is that business is recovering under its own power. Its building up will be hastened, we believe, by the artificial means now being used. A drowning man needs help from artificial respiration and then he takes care of himself. This sort of help cannot go on forever.

It seems reasonably plain, therefore, that business men should be encouraged and even elated over the prospect rather than downcast. They should realize that NRA was oversold to them in a rather hysterical manner in the beginning.

It is true that a certain amount of psychological excitement had to be created to help tide business over the critical period while it was finding itself again. But it was tragically unnecessary to forecast black despair in case the experiment failed or to visualize the land as flowing with milk and honey if it were successful.

It would help a great deal, then, if the Recovery Administration would get its feet firmly on the ground and eliminate the surplus emotionalism and loose talking. Four-minute speakers just do not fit. Neither do the rather sloppy allegedly patriotic appeals that are to be seen on moving-picture screens. NRA parades, which several cities are putting on, are worse.

This part of the program falls pretty flat. It isn't because people are getting overly blasé, either. They know when they have had enough and they have had too much in this case.

They prefer that the NRA pro-

ponents talk sense for a change.

There has been and is an excess of ballyhoo over this thing. And much of it is not only wearisome, but actually unintelligent.

Punches for Publicity

The author's code has omitted the subject entirely;

but perhaps there still is time to offer an amendment. Anyhow, one way or another, something ought to be done about the punch-in-the-washroom situation.

Senator Huey Long, prominent Louisiana Kingfish, went into the washroom of a club at Sands Point, L. I., and made of it, among washrooms, a sort of hall of fame. For, in a minute or so after his entrance, that Sands Point washroom became the arena of a punch that has been heard around the world. And when he emerged the Kingfish looked as if he had been kicked by a carp.

As to the personalities involved in the incident, we are wholly neutral. If men want to punch Huey, that is *their* business. We might remark that they ought to take the business more seriously and give it more of their time. But perhaps that criticism would be unfair. After all, every man ought to be his own judge of the extent to which he can devote himself to matters of public welfare.

Our concern is with the precedent. The Kingfish, it appears, has written, or is writing, a book. It further appears—in one version of the case—that the popping of Huey had been plotted in the interest of the book's publicity.

And, we ask, is that fair? Why punch the author—even if it *was* Huey—and the author, alone? Vigilant against any untoward phenomenon that threatens to become a custom, we demand that, if this is the method by which masterpieces are to publicized hereafter, the punches be passed around.

We move, Mr. President, that

thenceforth all punching plots shall be so formulated that someone will punch, also, the publisher, the publisher's press agent, the printer and, in at least some instances, the proofreader.

We anticipate no objections. We are sure that on a vote the ayes will have it.

Anyway, one eye *got* it.

\$10 from Each M. D.

A rather amazing thing happened recently in Great

Britain: The recent annual conference of the British Medical Association adopted a resolution which sanctions the use of advertising by public medical services. At the same meeting a co-operative campaign by physicians was seriously considered. This has led a London writer to suggest that a "two pounds a head levy" on each doctor would finance a plan to bring back the patient to the waiting room.

If the very conservative British physicians are considering such a plan, is it not worth a moment's thought on the part of the American Medical Association? There are three factors which have been making inroads both upon the doctor's prosperity and prestige: The increasing reluctance of almost every man and woman to consult a doctor; the increase in patent medicine advertising and remedy advertising of all sorts; the large number who insist upon consulting the local druggist on matters of health.

Educational advertising sponsored by the parent association, collective, not individual, would help this situation. The English idea is that such advertising should employ three copy angles:

1. Emphasis on the essentially individual nature of the service rendered by every good doctor, the value of personal diagnosis and treatment.

2. The danger of not consulting a

physician in the early stages of illness.

3. Education of the public on simple rules of health and hygiene such as has been carried on so well by the Metropolitan Life Insurance Company.

If the good physicians would collectively do such a three-sided advertising job, their action would not only increase both their income and prestige, but would greatly reduce sickness and defer many deaths. If the cost were only \$10 from each doctor, it would be beyond reproach as a business proposition.

To The Sun, Aged 100

September 3, 1833,
Benjamin H. Day, who was 23,
brought out in New York the first issue of a newspaper that he called *The Sun*.

At his masthead he hung this banner: "The object of this paper is to lay before the people, at a price within the means of everyone, ALL THE NEWS OF THE DAY. . . ."

Ben Day's paper has grown in size and in power. Through a century it has been piloted by great editors. It has chronicled the history of a great republic. It has crusaded.

Yet *The Sun* of today, acknowledging in its centennial edition that it "honors the men of courage, vision, and high intelligence responsible for this newspaper's continued existence and growth," looks farther back to the founder and says of him that he "instituted popular journalism in the United States."

Its modern-day president, William T. Dewart, sharing the glory of the institution with those who have helped make the glory possible, points out that "in the centennial section advertisements have been restricted to concerns at least 100 years old."

To *The Sun*, PRINTERS' INK

offers congratulations—and encouragement. Having achieved the first century, you now confront an opportunity to live to an age that really will amount to something.

When you reach 200, we shall congratulate again and point out that, although we'll never quite catch up, we're gaining. For on that date we shall just have passed 145, ourselves.

And Now the Bankers

The keynote of the coming convention of the Financial Advertisers Association, to be held in New York September 11 to 14 will be "The Banker's Obligation to the Public." Certain bankers who have broken precedents and destroyed many of the cobwebs of banking tradition are to talk frankly and fully on the functions of the bank of the future and its relationship to the community.

Good! Bankers *should* meet with the idea of discussing and improving their own product.

President Roosevelt in his famous radio address of March 12 when he used simple language to explain banking to the people, showed bankers how sadly they had neglected this important job.

All who attend the convention are to be asked to contribute ideas, not only as to methods of informing the public, but on making the product better.

Manufacturers have always realized the necessity of revising their merchandise and packages to keep abreast of the changing times, new buying habits, new ideas and prejudices on the part of the public.

The banker, too, must realize this need, must put his product, his traditions and old habits of thinking out on the dissecting table and do the thing right.

The convention, dedicated to frankness and the open discussion of new ideas, seems a fine start in the right direction.

1933
cour-
first
n op-
that
thing.
shall
out
quite
or on
assed

te of
con-
the
ution,
mber
ker's
ertain
rece-
the
are
the
ature
com-

with
rov-

mous
when
plain
owed
neg-

tion
deas,
orm-
the

real-
their
keep
new
eju-
blic.
this
his
ink-
and

to
sion
t in

WE take pleasure in
announcing the following
appointments:

LESTER J. LOH

as director of the art department

RICHARD T. HUNTINGTON

as manager of production

ARTHUR C. SMITH

as manager of media department

•

J. M. MATHES

INCORPORATED

ADVERTISING

122 East 42nd St., New York City

The Little Schoolmaster's Classroom

"THE end of the 'advertising allowance' is in sight. Always a bug-bear to manufacturers of reputable goods, always a thinly veiled excuse for price-cutting, always anathema to the advertising manager and advertising agent who had to see the 'allowance' charged up against advertising, yet knew that it was not their advertising at all.

"Proposed NRA codes, when accepted by the food, drug, apparel and other industries, will unqualifiedly condemn the 'advertising allowance.'

"Once more an advertising appropriation will have recovered its true function, that of influencing consumers to the direct benefit of the manufacturer.

"Reputable merchandise will once more stand upon its own merits, upon its own power to command public preference."

When the Schoolmaster read these paragraphs from a recent advertisement in *PRINTERS' INK*, signed by the Rodney E. Boone Organization, he was immensely pleased to see that some sellers of advertising space are alive to one of the big possibilities of the Recovery Act.

If publishers and advertisers will present a solid front at Washington, many of the racketeering practices which have dissipated advertising appropriations can be thrown out the window.

Those Jeremiahs who are predicting that the Recovery Act will be a body blow to advertising are overlooking the fact that millions of dollars have been diverted into illegitimate channels and yet have been charged to the advertising appropriation. The Schoolmaster hopes and believes that it will not be long before advertising appropriations will be invested entirely in advertising.

* * *

The Schoolmaster was very interested in reading a letter to an aspiring copy writer by his old friend, Gilbert Russell of London,

in that interesting British publication, "Commercial Art and Industry."

It seems that a novelist who had written two books, not very successful, sent them to Gilbert Russell and asked his advice on becoming a copy writer. This friendly critic returned the book, asked the novelist why he thinks he would make a good copy writer when his description of incidents in life in his own book is not entirely absorbing, criticizes the two advertisements which were sent along as being careless writing, indicating a refusal to think, and then quotes him a piece of good writing to study.

So interesting was this model, culled from the *Manchester Guardian* that it is reproduced here for the benefit of the Class. It was called, "The Portrait of an Idealist" and tells about a local shoemaker who had an ambition to play the double bass. No one has ever discovered why a man should want to play that instrument, and the unknown essayist writes about the shoemaker who wanted to play one, thus:

"The juvenile fiddler or fifer can produce some uncommonly nasty sounds; the learner's first attack on the trombone or the French horn is a sermon on the vanity of human wishes; the organist's pupil unchains a roaring devil. But all these performers have a goal in view. Some day, in some way, they will be able to play a tune.

"But why should anyone spend years in mastering a double bass? It is as awkward a companion as a full-grown bullock. It is heavy. It catches the wind like the mainsail of a brig. It is obstinate at corners and doorways, and positively pig-headed on staircases.

"A lane has to be cleared before it can enter a concert platform. There is something shameful about its undressing, as though a helpless old gentleman were being publicly subjected to painful indignities.

Sept. 7

And w
mobiliz
cured
height,
viciously
into th
that th
misses
phorica
struggl
not so

"The
to his
cordage
in a st
heavy
bite un
on it.

"And
house
change
a sque
His so
his pre
fingers,

AL

Col
me
T
1.
2.
3.
4.
5.

Coll

NAT
11 W

Also R

10800
MONTE
WINNI
LONDON

And when the beginner has at last mobilized his appurtenances, secured a stool of exactly the right height, driven his end-pin (previously sharpened with a file) well into the carpet, placed his desk so that the sweep of the bow just misses it, and tied himself, metaphorically, to the musical stake, his struggles would be comic were they not so saddening.

"The strings will no more yield to his weak fingers than the iron cordage of a Peterhead fishing boat in a snow flurry. The bow is as heavy as a crowbar, and will not bite until he throws all his weight on it.

"And when it does, what madhouse bellowings issue! A grunt changes unaccountably to a whistle, a squeak, a slate-pencil scratch. His sostenuto is a factory siren, his presto, until cramp seizes his fingers, the scuffling of heavy-

footed beasts. And never, never will he play a solo."

There is a depth of observation about that writing, an unhurrying concern with detail and a resourceful perception of minute but significant actions which make it stand out. The writer's metaphors are both apt and refreshing.

There is a geniality in his style. There is an absence of cliché and dull lines.

Let copy writers study it.

* * *

Class-member Freeman Lloyd, of *Field & Stream*, was much interested in a recent article by Thayer Cummings in which he talked about the advertising value of pictures of dogs. So interested was he in fact that he sent the Schoolmaster an interesting tip about a simple method of getting startling photographs of dogs or any other animals

ANNOUNCEMENT

..... Final Link Forged

College market now united for more profitable development by advertisers.

The Collegiate Digest, a roto supplement, affords:

1. National coverage of college market with one medium.
2. Circulation in excess of one quarter million.
3. Distributed with over 150 leading college newspapers. (List still growing.)
4. Brown and white or four-color rotogravure—All process for commanding reader-interest (established by Gallup survey).
5. The most sensational "Buy" of the college market yet afforded.

A. Elimination of mechanical cost due to central printing, one order and one piece of copy.

B. Brown and white rotogravure at no larger cost to advertisers than black and white.

Collegiate Digest Exclusively Represented by

NATIONAL ADVERTISING SERVICE, INC.

11 West 42nd Street

New York, N. Y.

and

333 North Michigan Ave., Chicago, Ill.

Also Representing More Than 700 College Publications from Coast to Coast

TORONTO
MONTREAL
WINNIPEG
LONDON, Eng.

GIBBONS KNOWS CANADA

REGINA
CALGARY
EDMONTON
VANCOUVER

A \$15,000 Sales Executive

He has established and built a national branch organization reaching from coast to coast, each branch being a complete sales collection and servicing unit.

He has directed the hiring and training of a sales force of 1500 hard hitting salesmen.

He has built a credit organization that has successfully handled 50,000 installment accounts per month.

He is a personal producer and obtained some of the most attractive manufacturing accounts in the country.

College graduate, lawyer by profession, American, early forties.

This executive would welcome an opportunity to tell more about his ability to produce results NOW either in person or by letter.

Address "W," Box 91, Printers' Ink.

Successful Art Director

twelve years' New York experience desires new connection with progressive agency geared to new methods for this advancing era. A man of exceptional ability, European and American training, can introduce economies in production methods and purchases in art market, also equipped to render finished roughs and layouts and supervise photography. Sound business, artist's viewpoint allied with unusual capacity to visualize new trends in industry and marketing. Address "Z," Box 93, Printers' Ink.

BINDERS

To make the files of the Printers' Ink Publications more accessible we sell binders at cost. The Weekly holding ten or more copies is \$1.25, postpaid, and the Monthly holding nine copies \$2.00, postpaid. These binders are an attractive addition to any desk or library.

given to curiosity. The paraphernalia used in this method consists of one camera and one monkey.

Says Mr. Lloyd, "The monkey can be carried in the game pocket of any hunting garment. Fix the camera on the dog, lion or elephant, give the subject just a momentary glance at the monkey, and the trick is done.

"In the '80's when the first Kodak was put on the market the Reverend Gambier Boulton, a prominent member of the Camera Club, London, was known far and wide because of his wonderful studies of lions, tigers and others of the larger beasts that had not been previously photographed from a short distance.

"Mr. Boulton had access to the animals in the London Zoo and found that with a small monkey carried in an inside pocket, he was able to get some remarkable pictures of animals and that one shot was usually sufficient for a satisfactory result."

While the Schoolmaster does not imagine that many members of the Class will immediately rush out to photograph lions and tigers, he passes the tip along to all Class members who are fortunate enough to own a monkey.

To Discuss Retail Distribution at Boston Meeting

The annual Boston Conference on Retail Distribution will be held at the University Club, Boston, on September 18 and 19. The program includes discussions by twenty-seven speakers, representative of retail, wholesale, manufacturing and trade association viewpoints. A feature of the conference will be a radio address, broadcast from London, by H. Gordon Selfridge.

Plan Milk Advertising Contest

The International Milk Dealers Association will sponsor its third annual contest of milk dealer advertising covering all forms of media, in connection with the organization's convention at Chicago during the latter part of September. All advertisements submitted will be placed in an exhibit of milk advertising for the year ending September 1, 1933.

<p>Fred A. Wish Inc. 12 E. 41st St. N.Y.C.</p>	<p>Specialists in supplying made-to-order Cartoons for advertising usages. <i>Ask for list of Cartoonists!</i></p>
--	--

C
Cla
ord
pay

BU

Artist,
who is
with s
N. Y.
Box 37

Once in
at your
consisti
24 sheet
every d
dished
ing goo
retire,
shares,
terms i

A
for larg
Must b
plete ac
man.

PROVI
WRIT
writer

Chicag
copy ar
in indu
chanica
outstan
plies co

SPACE
success
energet
Westch
rangem
right m
tail, B

One of
of Ena
salesme
following
States;
Missou
diana
Souther
Texas.
ment
trade,
chandi
details
ence at
have p
ence w
unneces
comple
first let

apher-
onsists
ey.
onkey
ocket
x the
phant,
entary
trick

first
et the
prom-
Club,
wide
ies of
the
been
om a

o the
o and
e was
e pic-
e shot
satis-

es not
of the
ut to
s, he
Class
ough

ution

on Re-
at the
ember
s dis-
repre-
manu-
points.
be a
ondon,

ntest
Asso-
annual
cov-
ection
on at
Sept-
mitted
milk
Sep-



Classified Advertisements

Classified ads cost seventy-five cents a line for each insertion. Minimum order five lines costing three dollars and seventy-five cents. Classified ads payable in advance.

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Artist, all-round, experienced, go-getter, who is willing to plug, wishes partner with same qualifications, to start live N. Y. art service. No capital needed. Box 372, Printers' Ink.

Once in a Lifetime, Opportunity knocks at your door. Outdoor Advertising plant consisting of both painted bulletins and 24 sheet posters and commercial signs of every description, including Neons; established over 20 years in New Jersey; doing good business. President wishes to retire, will sell controlling interest, 3,207 shares, par value \$32,000 for \$15,000; terms if desired. Address Box 364, P. I.

HELP WANTED

ADVERTISING MANAGER

for large perfume and cosmetic concern. Must be thoroughly experienced in complete advertising routine and expert copy man. Box 366, Printers' Ink.

WANTED:

PROVEN PRODUCTIVE PUBLICITY WRITER. Syndicate or newspaper writer preferred. Box 374, Printers' Ink.

Chicago 4A Agency Wants experienced copy and plan man with successful record in industrial advertising of technical mechanical products. Man we want must be outstanding. Unusual opportunity. Replies confidential. Box 373, Printers' Ink.

SPACE SALESMEN—Publisher of three successful magazines requires experienced energetic men who live in and know Westchester. Excellent commission arrangement and other inducements to the right man. Please write in complete detail. Box 368, Printers' Ink.

One of world's largest manufacturers of Enameled Ware can use progressive salesmen thoroughly acquainted with the following territories: New England States; New York and Pennsylvania; Missouri, Kansas and Oklahoma; Indiana and Illinois; Ohio and Michigan; Southeastern States east of and including Texas. Must have following with department stores, jobbing and large retail trade, with experience selling and merchandising housefurnishings. Give full details regarding past connections, experience and sales volume. Only men who have proven their ability by past experience will be given consideration. Avoid unnecessary correspondence by giving complete information, with references, in first letter. Box 375, Printers' Ink.

POSITIONS WANTED

Man with 20 years' mail advertising experience, executive, manager and salesman, desires permanent affiliation. Honest, capable and representative. Christian. Salary to start no object. Box 376, P. I.

THE SERVICES

of a sales and advertising manager of proven ability are available at once. Is recommended by nationally known executives. Box 365, Printers' Ink.

Advertising Man: With technical background and 13 years' experience in industrial advertising seeks position as advertising manager of industrial firm. Thorough knowledge of all phases, including direct mail and sales promotion. Excellent references. Box 370, Printers' Ink.

Young Man—single, college graduate, seeks opportunity with agency. Selling experience and direct mail and promotional campaigns. Proven copy, contact ability. Limited agency and statistical experience. Potential account contacts for the right organization. Immediately available. Box 371, Printers' Ink.

ADVERTISING SALESMAN

With broad sales experience in general and class magazine and trade paper work; wide acquaintance New York territory; available for publisher or other needing first-class N. Y. representative; salary or commission; best credentials. Box 367, Printers' Ink.

PUBLISHERS!

Are you looking for a man under 30, whose past experience makes him a valuable asset to the editorial department of any trade or business publication? Qualified to write all types of articles and reports; a good correspondent. He is familiar with all phases of merchandising, distribution and advertising. Highest references. Box 369, Printers' Ink.

CAUTION

Applicants for positions advertised in **PRINTERS' INK** are urged to use the utmost care in wrapping and fastening any samples of work addressed to us for forwarding.

Advertisers receiving quantities of samples from numerous applicants, are also urged to exercise every possible care in handling and returning promptly all samples entrusted to them.



TABLE OF CONTENTS

Appraising Salesmen	
CHARLES G. CRABB, Vice-President, General Hardware Corporation.....	3
Model Statute Is New Weapon Against NRA Violators.....	10
Round Four	11
Selling Costs Due for Drop	
L. D. H. WELD, Director of Research, McCann-Erickson, Inc.	17
New Comes Indoor Cycling.....	20
Good News for College Men.....	25
This Code Educates Salesmen in Company's Advertising.....	27
Pineapple Juice Goes National.....	32
General Johnson Explains NIRA.....	33
Again, the Triceratops.....	36
A Dutch Boy Boosts Schnapps in Australia.....	40
Editorial Methods Basis of This Advertising Program.....	44
Letters to Win Back Lost Customers.....	51
Direct Mail Program Ready.....	60
If the Egg-Talk Sounded Tall, Consider Talk of Men!	
ARTHUR H. LITTLE	61
184 Companies Report for First Six Months of 1933.....	68
NRA Can Help Individuals Only as It Helps Nation	
LOUIS F. CAHN, President, E. Lyell Guntz, Inc.	71
Read It Yourself	
AMOS BRADBURY	77
Business Books in Brief.....	82
Flat Allowances for Salesmen's Cars Cause Padding.	
DON GRIDLEY	84
Editorials	86
The Little Schoolmaster's Classroom.....	90

Nothing that appears in PRINTERS' INK may be reprinted without special permission. The use of our articles or quotations from them for stock-selling schemes is never authorized.

We are authorized to place this insignia on the printed matter of those privileged to use it.



BETTER PRINTING for BETTER BUSINESS

No good business man would send out a salesman whose personal appearance did not properly represent his company.

It's because we know just how much BETTER printing means to BETTER business that we take such care and pride in doing the best printing.

If you are interested in making your printing help you get more business, a call to MEDallion 3-3500 will bring an expert to discuss your printing problems.

CHARLES FRANCIS PRESS

461 EIGHTH AVE., at 34th ST., NEW YORK



**For the first eight
months of this year
the Chicago Trib-
une led all Chicago
newspapers in total
Department Store
linage.**

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Chicago Tribune Offices: Chicago, Tribune Tower. New York, 220 E. 42nd St.
Atlanta, 1825 Rhodes-Haverty Bldg. Boston, 718 Chamber of Commerce Bldg.
San Francisco, 820 Kohl Bldg.

PR

VOL. CLX

N
EAR
mai
with pines
from Illin
This sum
Throu
with the e
health and
This is
entrust th
pioneered
Most c
not "big
but N. W
special p
ag. No r
iven is t

N. V

WASH
New York